

K. E. Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**  
 (An Autonomous Institute, affiliated to SUK)  
**Unit Test II**  
 (Odd Semester 2022-23)

Q.P code  
 UT85

**Class: S. Y. MBA-IEV**

**Course Code: MIM 205**

**Course Name: Business to Business Marketing**

Date :- 22 / 12 / 2022

Time- (10.30 am to 11.30 am)

Max Marks: 25

- Instructions:** 1) All questions are compulsory      2) Figures to the right indicate maximum marks  
 3) Assume suitable data if not given

Q. No.	Question Statement	Marks	CO. No.
Q.1	How does pre-sales service add to customer satisfaction? Elaborate on any one pre-sales service?	5	CO1
Q.2	<p>Explain how a marketing will use following values to promote sales.</p> <p>Design and aesthetics.                      Growth and Development                      Reduced anxiety                      fun and perks.</p> <p>OR</p> <p>Please explain why customer experience is important to the business, and also explain any three services organizations provide. Also provide each service with an effect on customer satisfaction.</p>	10	CO3
Q.3	<p>Explain Vision, Hope and social responsibility values contribution to the b2b sales and marketing.</p> <p>OR</p> <p>Explain Role of call center service pre and post sales. Various services rendered by call center toward customers.</p>	6	CO1
Q.4	Explain guaranty and warranty services and its contribution in customer satisfaction.	4	CO2

