

Roll No. _____

12751

**MBA 2 Year 4th Semester (CBCS) 2019-20
Examination – May, 2025**

B2B MARKETING

Paper : 20IMG24C1

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided into *two* sections.

Sections 'A' comprises 8 short answer type questions (carrying *two* marks each) which is *compulsory* and should not exceed 50 words normally. Section 'B' comprises 8 questions (2 from each unit) the students shall be required to attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

12751-3,500-(P-3)(Q-9)(25)

P. T. O.

12751-3,500-(P-3)(Q-9)(25) (2)

<https://www.mdupapers.com>

SECTION – A

1. Explain the following terms :
 - (a) Direct marketing
 - (b) The effect of IT on purchase
 - (c) Personal selling
 - (d) Buying teams
 - (e) Bid pricing
 - (f) Strategic market planning
 - (g) Assessing market opportunities
 - (h) Relationship theories

SECTION – B

UNIT – I

2. Explain the customer relationship management strategies for business markets. <https://www.mdustudy.com>
3. Write a detailed note on business marketing as network analysis and management.

UNIT – II

4. Explain various factors of environmental changes impacting supply chain power.

5. Write short notes on :
- (a) Approaches to strategy
 - (b) Business marketing strategy

UNIT – III

6. Discuss different pricing strategies with examples.
7. Why is it important for firms to nature relationships with key accounts ? Discuss.

UNIT – IV

8. What is relationship communication ? Discuss the importance of relationship communication in business marketing.
9. The role and mechanism of B2B branding is different from the consumer market. Do you agree ? Justify.
-