

S.No. 8951

P 16 MBA 3 EM 2

(For candidates admitted from 2016–2021 batch)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration — Elective

BUSINESS TO BUSINESS MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Who is a consumer?
2. Define Marketing?
3. Write a note on B to B sale.
4. What is mean by raw material?
5. State the term Vision in product management.
6. Mention the term strategy in marketing.
7. Explain Cost-based-pricing in brief.
8. What is Direct Selling?

9. Write the term Positioning.
10. What is mean by Specialty products?

PART B — (5 × 5 = 25)

Answer ALL questions, Choosing either (a) or (b)

11. (a) List the various types of B2B marketing.

Or

- (b) Write the importance of industrial marketing.

12. (a) Mention the role of segmentation in industrial marketing.

Or

- (b) Highlight the importance of industrial marketing research.

13. (a) Elucidate the scope of Product management.

Or

- (b) Enumerate the key stages of Product line planning.

14. (a) Write the various types of Pricing.

Or

- (b) List the role of advertising in Marketing.

15. (a) Examine the core elements of marketing strategy for industry.

Or

- (b) What are the things to do for an effective implementation in marketing?

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Write a note on business marketing. Differentiate. Industrial marketing Vs Consumer marketing.

17. Highlight the Process of buying behaviour in marketing. Explain in detail.

18. Discuss the various stages of new product development in detail.

19. Define sales promotion. Write the types of sales promotion and its benefits.

20. "Marketing Research is vital for the Evaluation of a sound Marketing Strategy" – Explain this statement in detail.