## Librarian Learning Resource Centre Acharya Institutes USN Time: 3 hrs. 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8=50, will be treated as malpractice.

Important Note: 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.

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**20MBAMM401** 

## Fourth Semester MBA Degree Examination, July/August 2022 **B2B Marketing Management**

Max. Marks:100

(03 Marks)

Note: 1. Answer any FOUR full questions from Q1 to Q7. 2. Question No.8 is compulsory.

## Module-1

		Define derived demand.	(US Marks)
1	a.	What are different types of intermediaries in business marketing?	(07 Marks)
	b.	What are different types of intermediates in business market	(10 Marks)
	C.	State the user of advertising in industrial market.	
			(03 Marks)
2	a.	Define SIC in Business Marketing.	(07 Marks)
	b.	Discuss how industrial products are classified.	(10 Marks)
	c.	Explain business selling process.	(10 Marks)
	٠.		(03 Marks)
3	a.	What is marketing channel?	
3	b.	Explain the requirement for effective segmentation.	(07 Marks)
		Analyse industrial product life cycle.	(10 Marks)
	C.	Allalyse industrial product and	(02 Maylea)
4		What is competitive bidding?	(03 Marks)
4	a.	Explain how industrial and consumer market research differ from each other.	(07 Marks)
	b.	Explain the factors that influence pricing strategy.	(10 Marks)
	C.	Explain the factors that influence prioring statutes	
		1 N(DD2	(03 Marks)
5	a.	What do you mean by MRP?	(07 Marks)
	b.	Explain the pricing strategies in Business Marketing.	(10 Marks)
	c.	What are the Business Service Marketing special challenges?	
			(03 Marks)
6	a.	What is Creeping Commitment?	(07 Marks)
	b.	amp 1 with 1 male in business marketing illstilly with suitable example.	(10 Marks)
	c.	The state and Wind model of Organization Duying Denaviour.	(10 11141115)
	0.		(02 Marks)
7	0	What do you mean by Positioning?	(03 Marks)
7	a.	How are industrial customer classified? Explain.	(07 Marks)
		A - DOD having process	(10 Marks)
	C	. Elaborate the B2B odying process.	
		and our our invitations	
8		CASE STUDY (compulsory) Risen energy system in India second largest manufacturer of photo voltaic cell	and modulus.
		Risen energy system in India second largest manufacturer of photo versas Photo voltaic as the name indicates light and electricity, converts sunlight and electricity converts are proportional electricity.	ht directly in
		Photo voltaic as the name indicates light and electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity, solar cell on calculator and satellites are photo voltaic cell on mode electricity.	ules. Modulus
		electricity, solar cell on calculator and satellites are photo voltage electricity, solar cell on calculator and satellites are photo voltage electrically collected and packed in one frame. Solar energy are a group of cell electrically collected and packed in one frame. Solar energy are a group of cell electrically collected and packed in one frame.	gy is the most
		are a group of cell electrically collected and packed in one fiame: settle that India receive	es solar energy
		are a group of cell electrically collected and packed in one frame. Set a readily available source of energy and for free. A study tells that India receive readily available source of energy and for free. Which is more than energy cons	umption of the
		-1t to over 0000 million K Will year. Willeli is more	umpuon or
		aguntry As a marketing head, answer the market opportunities.	(05 Marks)
		leaf comportinities /	
		11 deployment of sales lotte lui soldi circial	(05 Marks)
		11 argonize the sales lorce!	(05 Marks)
		the colec force activities:	(05 Marks)
		d. How would you control the sales love detrifies.	
		and the state of t	