



**NAVRACHANA  
UNIVERSITY**

a UGC recognized University

**School:** School of Business & Law  
**Program:** MBA  
**Year:** 2<sup>nd</sup> **Semester:** 3<sup>rd</sup>  
**Examination:** End Semester Examination  
**Examination year:** December - 2021

**Course Code:** MK 206 **Course Name:** B2B Marketing

**Date:** 03/12/2021

**Time:** 08:30 a.m. to 10:30 a.m.

**Total Marks:** 40

**Total Pages:** 02

**Instructions:**

- Write each answer on a new page.
- Draw diagrams in answer sheet wherever necessary.
- \*COs=Course Outcome mapping, # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	What is the basis of Segmenting B2B Markets? List down each Segmentation type with its subtype and elements on which it attempts to focus. Also illustrate with example of any brand how companies offer different products across different markets.	5	CO1, CO2	BT2, BT3
Q.2	Write a short note on ANY FIVE (05) of the following with suitable example for each term: <ol style="list-style-type: none"> <li>1. Customer Acquisition Cost</li> <li>2. Lead Qualification Process</li> <li>3. Cross Selling Vs. Up Selling</li> <li>4. The Bullwhip Effect</li> <li>5. Customer Lifetime Value</li> <li>6. Customer Acquisition Cost</li> </ol>	5	CO1, CO2	BT2, BT3,
Q.3	Describe in details, the five (05) different role of people that affect the Buying Process within organizations. Illustrate these roles w.r.t a specific Department and a product / service buying situation.	5	CO3	BT3, BT4
Q.4	List down and explain all the Three (03) types of characteristics of Business Markets along with all Six (06) types of Business Goods which suitable example for each category.	5	CO3, CO4	BT3, BT4, BT5
Q.5	List down and explain at least Seven (07) differences between Personal Selling and Industrial or B2B Selling with an example for each difference.	5	CO1	BT2, BT3
Q.6	Describe in details, the different Buying Situations in an Industrial Buying Process. Also describe the Four (04) types of buying centers with characteristics of each.	5	CO2, CO3	BT3, BT4

Q.7	Describe in details, the characteristics of Industrial Distributors, Value-Added Resellers, Original Equipment Manufacturers and End Users. List down at least one (01) example for each category	5	C04, C05	BT4, BT5
Q.8	<p>Create a detailed quotation along with a forwarding letter to be sent to a Purchase Manager of a Manufacturing company for any One (01) of the following products:</p> <ul style="list-style-type: none"> <li data-bbox="411 465 1238 533">i. Supplying 1 MT (Metric Ton) of Industrial Lubricant to an Automobile maker</li> <li data-bbox="411 539 1238 607">ii. Delivering a 1 month 'Communications Training' program to 100 employees of a company</li> <li data-bbox="411 613 1238 680">iii. Supplying 3 Tons of Steel Fabrication Sheets to a Container making company</li> </ul>	5	C04, C05	BT4, BT5

\*\*\*\*\*End of Question Paper\*\*\*\*\*