

B2B Marketing & CRM.

Roll No. : _____

Total No. of Printed Pages: 02

Total No. of Questions : 08

Maximum Marks : 60

Duration (hrs.) : 3

Section, if any :

Note : Out of eight questions, solve any six (6) questions. Each question carry 10 marks each.

Note: While formulating your answer use of Charts, Tables, Figures, Business models and data is advised. Only Text answer will carry less marks. (Example: Route cause analysis, BCG matrix, Five forces strategy, Tabulation, Comparison, Maslow's triangle etc) Write any six questions out of eight.

1) Q/ Explain in detail buying procedure in B2B marketing referring to any one of the following products. And prepare a Sales brief to present to your Management.

(Any one)

1 Two hundred diesel engines.

2 Five passenger aircrafts.

3 Twenty Volvo buses.

4 Twenty bookings on National level (Floating) at Mariot Hotels per month.

2) Q/ Explain buygrid framework, explain in tabulated format buygrid and Comparative analysis.

3) Q/ Explain as Short note. (any three)

- A Central Excise and Customs Tariff
- B Price
- C Buying Model
- D Supplier evaluation

Q4) Explain Child / Adult / Parent model of behavior pattern , explain relationship. With respect to basic human behavior pattern explain “ Need of Relationship Focus in B2B”.

Q5) Explain Short Notes (any three) on following.

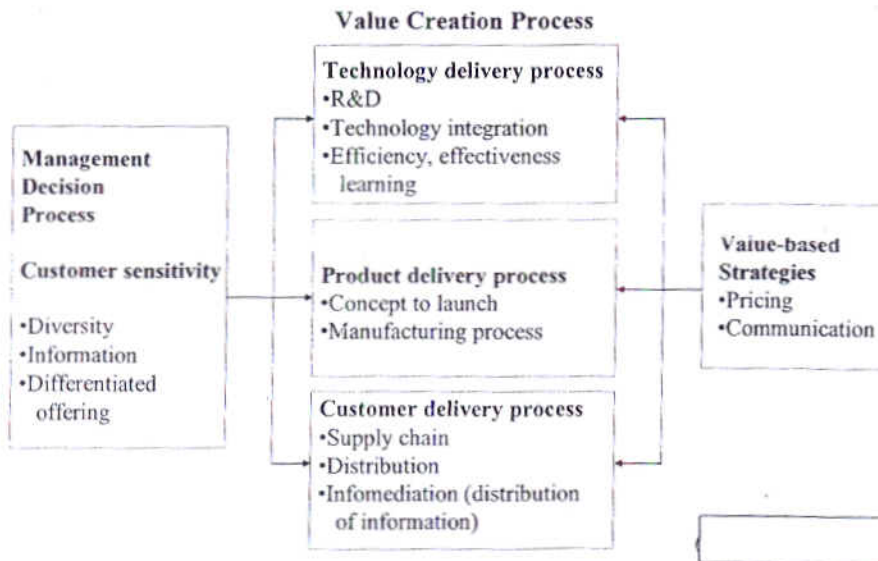
- A Perception
- B Value added relationship
- C Negotiation
- D Key account
- E B2B Market research

Q6) Explain in detail B2B Marketing intelligence system and decision support system. Explain in brief using one of the forecasting method as Econometric analysis , Regression analysis , Moving average ,and any two such methods of your choice.

Q7) Explain in detail below mentioned model.

Customer Relationship Management (CRM)

Functions of Customer Relationship Management



Q8) Define Industrial Marketing and give a comparative matrix of differences between industrial & Consumer Marketing.