

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2014-16) (Mktg.)
Fifth Trimester Examination December 2016

Subject	Industrial Buying Behavior and B2B Marketing		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	1.5 Hours
Total No. of printed pages	1	Date	26.12.2016

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

Write a note on segmentation in B2B Market with relevant examples (10 M)

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on Channel Evaluation.
- b) Explain the concepts of straight Rebuy and Modified Rebuy.
- c) Explain the concept of OEM, End-Users and EPC consultant.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the difference between B2B and B2C marketing.
- b) Write a note on Industrial Purchasing.
- c) Explain the types of tenders.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on B2B marketing communications.
- b) Write a note on B2B pricing.
- c) Explain the role of personnel selling in Industrial marketing

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain C2S customers. How to manage B2B relationships with them.
- b) Write a note on negotiation in B2B marketing.
- c) Write a note on e-procurement in government tenders.