

VPM's
Programme: epMBA
Second Semester Examination September 2018

Subject	B2B Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	60	Duration	1 Hour
Total No. of pages		Date	

Put circle ○ on correct answer

1. Buyers in a B2B Market as compared to B2C Market are usually _____
 - a. Small in Size and large in numbers
 - b. Big in Size and large in numbers
 - c. **Big in Size and limited in numbers**
 - d. Small in Size and Small in numbers

2. The purchasing process in a B2B Market is _____
 - a. **Complex and long term**
 - b. Simple and short term
 - c. No purchases are made
 - d. all of the above

3. A first-time or unique purchase situation that requires considerable efforts by decision makers is known as _____
 - a. Reciprocity
 - b. Modified Re Buy
 - c. Straight Re Buy
 - d. **New-task Re Buy**

4. Heavy Equipment/Installation used in the production process is a type of _____
 - a. Materials & Parts
 - b. **Capital Goods**
 - c. Supply & Services
 - d. All of the above

5. _____ type of Product line comes only in certain configuration and are available in anticipation of orders
 - a. Custom Built
 - b. Custom Designed
 - c. **Proprietary**
 - d. Industrial Service

6. The company can assess the performance of all existing products or product lines by using _____
 - a. Perceptual Mapping
 - b. **Product Evaluation Matrix**
 - c. Sales Promotion
 - d. Product Re-positioning

7. The issues involved in identifying the channel alternatives are _____
 - a. The number of intermediaries
 - b. The types of business intermediaries
 - c. The number of channels
 - d. **All of the above**

8. Some intermediaries exclusively deal and distribute the products of one manufacturer. This type of distribution is called _____
- Exclusive Distribution**
 - Selective Distribution
 - Intensive Distribution
 - None of the above
9. The degree of control is _____ on sales force and _____ on distributors
- limited, no
 - more, least**
 - more, more
 - least, more
10. Tracking your competition can be done through _____
- Sign up for Google alerts
 - Connecting with competitors on social media
 - Monitor your competitor website
 - All of the above**
11. Inbound calls/ Referrals are a part of _____
- Lead Generation**
 - Sales Capabilities
 - Sales Resources
 - Value Proposition
12. The form of seller role, which takes order and ensures correct and timely delivery of the offering, is _____
- Persuader
 - Motivator
 - Order Taker**
 - Value Creator
13. Sales Management Activities include _____
- Account Management Policies
 - Sales Force Organization
 - Sales Planning, Forecasting, Budgeting
 - All of the above.**
14. The three buying situations are _____
- Capital Goods, Services, Raw Materials
 - Straight buy, modified buy, new task buy**
 - Custom built, custom design, proprietary
 - Environmental, Organizational, Individual
15. _____ is not one of the ways to track competition
- Sign up for Google Alerts
 - Connect with competitors on social media
 - Become a secret shopper
 - To change the mission of your company**
16. _____ help define specifications and provide information for evaluating alternatives.
- Gate keepers
 - Deciders
 - Approvers
 - Influencers**

17. _____ is not a part of buy phases
- Problem Recognition
 - Product Specification
 - Supplier Selection
 - Sales Budgeting**
18. The main purpose of _____ is to showcase a wide variety of options for attendees and business to interact and engage with each other
- Trade Show**
 - Catalogues
 - Advertisement
 - Free trade coupons
19. The pricing objective of maximizing the sales revenue in the short term is known as _____
- Survival
 - Maximum Short term profit
 - Maximum Short term sales**
 - Product Quality Leadership
20. In the initial stages of product lifecycle, high prices are fixed by some firms. This pricing strategy is called as _____
- Market Penetration
 - Cost Plus pricing
 - Market Skimming**
 - Value Pricing
21. _____ is the published statement of basic prices which is sometimes distributed to the customers
- List Price**
 - Trade Discounts
 - Cash Discount
 - Quantity Discount
22. _____ costs do not vary with production or sales. They are incurred irrespective of production levels or sales levels.
- Variable Costs
 - Marginal Costs
 - Total Costs
 - Fixed Costs**
23. Some of the benefits of market segmentation are _____
- Understands the needs of customer segments
 - Selects appropriate distribution channels
 - Helps to allocate market resources
 - All of the above**
24. _____ is not a form of Micro-Segmentation variable.
- Purchasing Criteria
 - Purchasing Strategy
 - Personal Characteristics
 - Geography**
25. _____ is not a benefit of centralized purchasing
- Advantage of volume savings

- b. Better Coordination between purchasing and corporate strategy
 - c. Better method of syncing supply and demand
 - d. **Local autonomy helps support local businesses**
26. The key criteria to purchase includes _____
- a. Quality
 - b. Delivery
 - c. Service
 - d. **All of the above**
27. _____ is the process of either developing the new channels or modifying the existing ones.
- a. **Channel Designing**
 - b. New Product Development
 - c. Sales Forecasting
 - d. Intensive Distribution
28. Technical Service is an example of _____ type of Industrial Product Line.
- a. Proprietary Product
 - b. Custom Design
 - c. Custom Built
 - d. **Industrial Service**
29. Deciding on types of intermediaries, the number of intermediaries, the number of channels etc, are decisions pertaining to _____ strategy
- a. Product Strategy
 - b. **Distribution Strategy**
 - c. Pricing Strategy
 - d. Promotion Strategy
30. Demand for many business goods and services are not much affected by price changes. Such type of demand is called as _____
- a. **Inelastic Demand**
 - b. Derived Demand
 - c. Fluctuating Demand
 - d. Elastic Demand
31. The key points in industrial advertising are _____
- a. Identity of the manufacturer, his reputation, credibility
 - b. Use of technical jargons
 - c. Use diagrams, illustrations, drawings
 - d. **All of the above.**
32. Raw Materials and other convenience goods usually follow _____ type of distribution
- a. Selective Distribution
 - b. **Intensive Distribution**
 - c. Exclusive Distribution
 - d. None of the above
33. If the problem or need is totally different from previous experiences, then it may lead to _____ of buying
- a. **New Task Buying**
 - b. Modified Re Buy
 - c. Straight Re Buy
 - d. Repurchase

34. Which of the following constitute a good industrial advertising?
- Technical Literature Details
 - Information on Installation Service/Commercial Use
 - After sales service assurance
 - All of the above
35. _____ are those who put the request.
- Initiators
 - Users
 - Decision Makers
 - Gate Keepers
36. Which of the following is not a part of the organizational buying process?
- Problem Recognition
 - Supplier Search
 - Selection of Order Routine
 - Sales Budgeting
37. Customers who see a need but not have purchased till now, are called as _____
- First Time Prospects
 - Novices
 - Sophisticates
 - Regular Buyers
38. To ensure prompt payments _____ may be offered by the sellers to the industrial buyers
- Turnover Discount
 - Cash Discount
 - Quantity Discount
 - None of the above
39. _____ are the activities undertaken to encourage existing clients and other organizations to send leads to the company.
- Referrals
 - Persuader
 - Product Catalogues
 - After Sales Service
40. _____ refers to a short term lease of an asset for an hour, a day etc.
- Financial Lease
 - Operating Lease
 - Leveraged Lease
 - Sale & Lease Back
41. B2B Marketing is organizational sales and purchases of goods and services to _____
- Support production of other products
 - Facilitate daily company operations
 - For Resale
 - All of the above
42. Alpha & Beta Testing is usually conducted in which stage of new product development?
- Idea Screening

- b. Idea Generation
 - c. **Market Testing**
 - d. Product Development
43. A small increase in the consumer demand can give rise to a significantly large increase in industrial demand. This effect is called the _____
- a. Recession Effect
 - b. **Acceleration Effect**
 - c. Buying Centre
 - d. Constant Demand Effect
44. _____ convinces the customers of the company's offering/value.
- a. **Persuader**
 - b. Order Taker
 - c. Motivator
 - d. Payment Collector
45. The industrial goods pricing can be changed by _____
- a. Changing the time and place of payment
 - b. Delivery and Installation
 - c. Changing the premium and discounts
 - d. **All of the above**
46. A _____ strategy uses the manufacturer's sales force, trade promotion, and other means to induce the intermediaries to carry, promote and sell the company's product.
- a. **Push Strategy**
 - b. Pull Strategy
 - c. Development Strategy
 - d. Generic Strategy.
47. High Growth companies succeed by adopting which of the following strategy
- a. Selecting well defined customers
 - b. Developing Distinctive value proposition
 - c. Focusing on retaining profitable customers
 - d. **All of the above**
48. Due to intense competition some companies are unable to sell their products. Hence they reduce their prices to convert their inventory into sales. Such a pricing objective is known as _____
- a. Market Skimming Strategy
 - b. Maximum Short term profit
 - c. **Survival**
 - d. Product Quality Leadership
49. The distribution of a complex and non-standard product is better done through _____
- a. Stockists
 - b. Distributor
 - c. **Company direct distribution**
 - d. Wholesaler
50. The relationship between the customer costs and customer benefits is known as _____
- a. **Customer Value**
 - b. Customer Loyalty
 - c. Customer Accounting

d. Customer Retention

51. A few number of customers, with a very complex set of requirements is a typical feature of _____

- a. B2C Marketing
- b. **B2B Marketing**
- c. Network Marketing
- d. None of the above

52. The industrial marketer selects few intermediaries to distribute the products to the target customer. This is called _____

- a. **Selective Distribution**
- b. Intensive Distribution
- c. Exclusive Distribution
- d. All of the above

53. _____ is not a feature of B2B Marketing?

- a. Emphasis on personal selling
- b. Products are technical in nature
- c. **household unit makes the decision**
- d. Relatively shorter distribution channels.

54. Lead Generation can be done through the following _____

- a. Networking
- b. Inbound Calls
- c. Referrals
- d. **All of the above.**

55. The _____ is characterized by severe price competition and concurrent decline in sales and profit.

- a. Introduction Stage
- b. Growth Stage
- c. Maturity Stage
- d. **Decline Stage**

56. To modify the product and change the marketing strategy is a part of _____ decision.

- a. **Product Decisions**
- b. Price Decisions
- c. Place Decisions
- d. Promotion Decisions

57. Professional Purchasing is a feature of _____

- a. **B2B Marketing**
- b. B2C Marketing
- c. Network Marketing
- d. All of the above

58. Some of the information sources available to an industrial buyer are _____

- a. Exhibition and Trade Shows
- b. Word of Mouth
- c. Direct Mail
- d. **All of the above**

59. The relationship between the buyer and seller in a B2B environment is _____

- a. **Long term and value adding**

- b. Transactional
- c. Short Term
- d. Hostile

60. Which of the following is not a part of channel design process?
- a. Establish Channel Objectives
 - b. List Channel Tasks
 - c. Offer discounts to customers
 - d. Evaluate channel alternatives