

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH TRIMESTER MBA DEGREE EXAMINATION JUNE 2018

MKT-T6-14 B2B MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. State the relevance of SIC System.
2. What is meant by telescopic marketing strategy?
3. Write about the concept of complementor under buyer-supplier relationship.
4. List out the pros and cons of creative pricing.
5. Mention two roles of missionary salesman.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. How do marketers classify B2B goods for a better marketing strategy? Examine the marketing implications of each category.
7. Enumerate on the environmental and organizational factors that affect business buying decisions.
8. Justify the need for partnership sourcing and how does an adversarial model differ from a partnership model.
9. Describe the essential characteristics of different stages of industrial product life cycle and explain their marketing implication.
10. Explain the major decisions involved in designing a promotion strategy.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. CoffeeBeans is a multinational coffee bars chain and has 220 outlets in major cities of India. In a bid to expand its market, CoffeeBeans is entering in business market in a big way. For its target B2B customers, it has designed a product-package consisting of a high-tech coffee-making robot, named 'CoffeeCup', bundles with bulk packs of coffee making ingredients. This machine can serve variety of customized coffee to suit different tastes of employees at very fast rate of 50 cups per minute. Assuming any other relevant information as required, you are required to answer the following questions:
 - a) Choosing the right set of customers is a key to success in B2B markets. What are the essential requirements for effective segmentation?
 - b) What are the different roles in the Buying Centre, of a typical target B2B customer for CoffeeBeans?

(2x10 marks = 20 marks)
