

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Sixth Trimester MBA Examinations September 2020

Course Code: MKTT614**Course Name: B2B MARKETING**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.***Write short notes on:**

Marks

- | | |
|---|-----|
| 1. Key characteristics of Business markets. | (2) |
| 2. Cross Elasticity. | (2) |
| 3. Benefits of Collaboration. | (2) |
| 4. Transfer pricing | (2) |
| 5. Components of Logistics | (2) |

PART B*Answer any three questions. Each question carries 10 marks.*

- | | |
|--|------|
| 6. What kind of customers are effectively marketed to with B2B Marketing? Explain. | (10) |
| 7. Explain the phases in Business buying decision-making. | (10) |
| 8. What are the benefits of segmenting your B2B prospects? Explain. | (10) |
| 9. What is the Pricing Strategy for a New Product? Substantiate. | (10) |
| 10. Explain the Advantages and Disadvantages of Multi-Channel Marketing? | (10) |

PART C*Compulsory Question. The question carries 20 marks.*

- | | |
|--|------|
| 11. a) What are the Advantages of Trade Fairs? Substantiate. (10Marks) | (20) |
| b) Explain the Key Elements of the B2B Marketing Mix. (10 Marks) | |