

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Sixth Trimester MBA Degree Supplementary Examination July 2021

Course Code: MKT-T6-14
Course Name: B2B MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.*

Marks

Write Short Notes On:

- | | | |
|---|---------------------------------|-----|
| 1 | Geographical Pricing. | (2) |
| 2 | Business logistics. | (2) |
| 3 | Industrial Market Segmentation. | (2) |
| 4 | Transfer Pricing. | (2) |
| 5 | Relationship Marketing. | (2) |

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

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|----|--|------|
| 6 | What are the important demands in Industrial Marketing? Substantiate. | (10) |
| 7 | What is Industrial Marketing Communication? Explain the characteristics of Industrial marketing communication. | (10) |
| 8 | What is company Collaboration? Explain the types of Collaboration. | (10) |
| 9 | Explain the typical B2B buying stages in detail. | (10) |
| 10 | What is the Marketing Mix in B2B Market? Explain the characteristics of B2B marketing Mix. | (10) |

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

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|----|---|------------|
| 11 | a) What is Industrial Pricing? Explain the Industrial Pricing Strategies of an Industrial Organization. | (20) |
| | | (10 Marks) |
| | b) What are the Industrial Pricing Policies followed by Industrial Marketers? Substantiate. | (10 Marks) |
