

Reg No.: _____

Name: _____

0720MBA253032204

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Examination February 2022 (2020 scheme)

Course Code: 20MBA253

Course Name: B2B MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

- | | Marks |
|--|-------|
| 1 Write short notes on “Buygrid Model” in Industrial buying | (2) |
| 2 Explain derived demand in Industrial marketing. | (2) |
| 3 Differentiate segmentation & positioning. | (2) |
| 4 Compare and contrast between personal selling and advertising? | (2) |
| 5 What do you mean by product revitalisation and elimination. | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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|---|------|
| 6 Distinguish between Industrial Market and Consumer Market. | (10) |
| 7 Explain any one of the following models:
a) Webster-Wind model
b) Sheth model | (10) |
| 8 Explain different components of logistics. | (10) |
| 9 Explain Industrial Product Life Cycle. | (10) |
| 10 Explain different stages in product development. | (10) |

PART C

Compulsory question. This question carries 20 marks

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|---|------|
| 11 “Advertising and Sales Promotion are not the major techniques of Promoting Industrial Products.” Do you agree ? Justify your answer. | (20) |
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