

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Regular and Supplementary Examination December 2022

Course Code: 20MBA253**Course Name: B2B MARKETING**

Max. Marks: 60

Duration: 3 Hours

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

Marks

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| 1 | Discuss the relevance of SIC System? | (2) |
| 2 | List out any two buying centre roles played by various actors of a Decision-Making Unit? | (2) |
| 3 | What is meant by database marketing? | (2) |
| 4 | Why trade fairs and exhibitions are important in industrial marketing? | (2) |
| 5 | Explain the concept of Geographical pricing | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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| 6 | Compare and contrast on consumer and industrial marketing. | (10) |
| 7 | Describe the buying phases and discuss their marketing implications? | (10) |
| 8 | Justify the need for partnership sourcing and how does an adversarial model differ from a partnership model? | (10) |
| 9 | Explain channel system and the factors which influence the channel design? | (10) |
| 10 | Explain with suitable examples how the pricing objectives influence the pricing decisions. | (10) |

PART C*Compulsory question. This question carries 20 marks*

- 11 Rane Trw Steering Systems Private Limited manufactures and supplies fabricated metal products. The Company offers steering and suspension systems, valve train components, occupant safety systems, and die casting products. Rane Trw Steering Systems serves customers in India. Recently the company has entered into a joint venture with ZF (German auto component manufacturer) to

Most recently, the two partners opened the new occupant protection systems plant in Tiruchirappalli (Trichy), Tamil Nadu. Now the company aims to expand into both passenger car as well as commercial vehicle business, you being the regional sales head of the company need to train the newly recruited business development team so that they experience how 'selling' works in B2B market.

- a) Educate your team about the nature of industrial demand? (10)
- b) Explain the personal selling process in B2B business market? (10)
