

# School of Business

BBA  
ETE - Jun 2024

Time : 3 Hours

Marks : 50

## Sem IV - BBMK2017 - B2B Marketing

*Your answer should be specific to the question asked  
Draw neat labeled diagrams wherever necessary*

1. Do you think that by doing changes in product strategy, we can capture maximum market share? K2 CO1 (4)
2. What are the conditions Influencing channel decision? K2 CO2 (4)
3. What are the factors which effect the vendor selection? K4 CO3 (4)
4. Which information would be part of a direct or online marketing database which can be used to communicate to the customers? K4 CO4 (4)
5. Outline how you would evaluate the effectiveness and efficiency of a business firm's advertising function. K4 CO5 (4)
6. Describe the three main barriers to successful B2B segmentation. Consider ways to overcome these. K4 CO1(10)
7. Brands consist of two main types of attributes? Explain them. Also throw some light on Benefits which can be derived from branding. K4 CO2(10)
8. Examine the contention that the traditional concept of the marketing mix (4Ps) is now redundant and should be replaced by a relationship-centred approach to marketing activities. K6 CO6(12)
9. Illustrate your answer with good examples how the choice of channels affect the success and failure of any organisation. K5 CO3(16)
10. Explain the process of brand positioning in B2B market. K5 CO4(16)
11. In July 2006, Pradeep Gupta, Asst. General Manager – Exports of BT Technologies (BTT) Ltd., was studying the request for quotation received from a high sales potential, prospective international customer in Europe. The quotation was required for hydraulic gear pumps used in the manufacture of machine tools. Before submitting the offer, Pradeep had a brief interaction with the prospect, when he understood that the prospective customer was seriously considering the possibility of changing the existing sole supplier of hydraulic gear pumps. The reasons were unsatisfactory after-sales-services and non-co-operative attitude of the current supplier. However, Pradeep found that the landed cost of BTT's products at the prospect's factory was higher by about 4 per cent, compared with the present European manufacturer's product, mainly due to cost of freight and import duty. K6 CO5(16)

Analyze the situation faced by Mr. Pradeep Gupta and use your knowledge of roles played by various members of a buying center to give an effective solution to him.