

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester: IV] [Batch:]				
Course Title: B2B Marketing		Max Marks: 100		
Course Code: BBMK2017		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Explain the importance of relationship between a buyer and seller in B2B marketing.	K2	CO1	5
2.	Illustrate competitive forces in Business-to-Business Marketing with suitable examples.	K1	CO2	5
3.	Differentiate between B2B and B2C marketing with appropriate examples.	K1	CO1	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain how various B2B companies are using social media platforms to improve their sales.	K2	CO1	10
5.	Conduct a thorough analysis of the target B2B markets, considering factors such as market size, growth potential, competition, regulatory environment, and cultural considerations.	K4	CO1	10
6.	Assess the importance of product differentiation in the B2B market. Discuss how your company can develop unique selling propositions (USPs) for the new product line to stand out from competitors.	K4	CO3	10
7.	<p>You have been hired as a marketing manager for a software solutions company operating in the B2B market in India. The company offers a comprehensive suite of enterprise software solutions targeting businesses in various industries. Apply your knowledge of positioning strategies to develop an effective positioning strategy for the company's software solutions in the B2B market.</p> <p>OR</p> <p>You have been hired as a marketing consultant for a manufacturing company in India that specializes in industrial machinery. The company is seeking to expand its market presence and increase sales in the B2B sector. Apply your knowledge of market segmentation to develop an effective segmentation strategy for the company's B2B market.</p>	K3	CO2	10
SECTION-C (45 Marks)		15 Marks each		
8.	You have been appointed as a brand manager for a business-to-business (B2B) company operating in the technology sector in India. The company offers cutting-edge software solutions to businesses in various industries. Examine the key factors and strategies involved in developing a strong B2B brand for the company.	K4	CO3	15
9.	'Relationship marketing aims at building long-term relationship with the customer. critically comments on the statements with suitable reasonings.	K5	CO4	15
10	<p>Develop training programs, workshops, or resources that provide employees with the necessary tools and techniques to communicate effectively in various business contexts. OR</p> <p>Voltas makes commercial refrigerator which are used by hotels, commercial kitchens, restaurants etc. These are customized according to customer- requirements and the prices start from 5 lacs onwards. The marketing manager has to decide whether Voltas should use direct distribution or indirect distribution. Recommend the method Voltas should use giving reason for the same.</p>	K5	CO4	15