

School of Business

MBA

ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MBMK6007 - B2B Marketing

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain, how does Industrial Market differ from Consumer Market ? Give examples K2 CO1 (2)
2. Compare the e-Tendering process with physical tendering process in B2B market. K2 CO2 (2)
3. Identify the segmentation challenges business market. K4 CO3 (2)
4. Examine the importance of advertising in B2B Marketing. K4 CO4 (2)
5. Examine the effects of globalization on the business of Bajaj Auto Limited, an Indian multinational automotive manufacturing company K4 CO5 (2)
6. Plan a business environmental analysis to be conducted by the strategy team of Pret-A-Manger (Counter-serve chain for ready-made sandwiches plus breakfast, coffee, soups & salads) for expansion of its product-portfolio through licensing arrangements. K4 CO1 (5)
7. Identify how a business entity could utilize the advent of Information technology to expand its reach. K4 CO2 (5)
8. Recommend a sustainable business model for a Waste Recycling plant based industry located in the eastern part of India. K5 CO5 (6)
9. K5 CO3 (8)
The mobile with combined with data has over the years replaced watch, telephone, calendar, newspaper, magazines, etc. “Bag-a-Licious” company wants to enter into the B2B market with its productsto cater to baggage solutions.

Identify few segments in B2B market in India for its product. Name the brand for that product with a punch-line and guesstimate the target market for the offerings.

10. Evaluate the various factors environmental changes impacting supply chain power. K5 CO4 (8)
11. K6 CO5 (8)

The primary companies collect raw materials from vendors, assemble them into smaller components then dispatch them to the secondary companies who make them available for consumers. The transfer of commodities takes place via supply chain and logistics systems. Finances, shipping information, and product flow are the prime constituents of this process. Manufacturing and supplying companies have to keep balance in all these aspects to achieve the success they are made for.

The terms supply chain and logistics refer to the management of all the processes and activities that are taking place in this complex system. Businesses are continuously making efforts to make the supply chain and logistics process, more efficient and profitable for them. This is done by reducing the costs of the processes and making the products reach customers utilizing the most affordable options thus, the demand for the supply chain and logistics for B2B market is going to rise in the projected period. While the digital approach to B2B purchasing began as a crisis response during the epidemic, it is projected to grow in future years. Only about 20% of B2B organizations hope to return to physical sales, resulting in the foundation of modern digital services as the new normal. To summarize, the COVID-19 pandemic has promoted many B2B customers to switch towards online buying and the trend is likely to continue in the post-pandemic period thus, accelerating the development of Supply Chain and Logistics for B2B Market over the forecast period.

Based on the above extract attempt the following questions:

- A) Discuss the impact of globalization on Supply Chain and Logistics for B2B Market.
- B) Assess the impact of COVID-19 pandemic over the firms dealing in supply chain and logistics in B2B market.