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MBA
(SEM IV) THEORY EXAMINATION 2023-24
B2B AND SERVICES MARKETING

TIME: 3 HRS

M.MARKS: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

2 x 10 = 20

Q no.	Question	Marks	CO
a.	Name two types of buyer-seller relationships.	02	1
b.	List two categories of business products.	02	1
c.	What are two components of the communication mix in B2B marketing?	02	2
d.	Identify two key considerations when designing a marketing channel.	02	2
e.	Define bid pricing in the context of B2B markets.	02	3
f.	Mention one ethical consideration in B2B pricing.	02	3
g.	Why is innovation important in the service design?	02	4
h.	How do customer expectations influence their perceptions of a service?	02	4
i.	Name one factor that influences service pricing.	02	5
j.	What is a key metric used in evaluating service performance?	02	5

SECTION B

2. Attempt any *three* of the following:

3 x 10 = 30

Q no.	Question	Marks	CO
a.	Compare and contrast the consumer market with the business market. Highlight the key differences in their characteristics, buying behaviors, and marketing strategies.	10	1
b.	Discuss the elements of the communication mix in B2B marketing. How does the customer acquisition process differ from that in consumer markets?	10	2
c.	Describe the process of managing the industrial sales force. What are the key factors involved in the selection, training, control, and evaluation of the sales force?	10	3
d.	Explain the concept of customer-defined service standards. What role does physical evidence play in the delivery of high-quality services?	10	4
e.	Analyze the role of employees and customers in service delivery within the B2B sector. How can demand and capacity management be effectively handled?	10	5

SECTION C

3. Attempt any *one* part of the following:

1 x 10 = 10

Q no.	Question	Marks	CO
a.	Explain the classification of business products and customers. Discuss how these classifications impact the marketing strategies employed by B2B companies.	10	1



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b.	Describe the organizational buying process. What are the different buying situations and how do they affect the decision-making process within an organization?	10	1
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4. Attempt any one part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	Examine the distinctive nature of marketing distribution in B2B markets. Discuss the key considerations in channel design and the management of channel members.	10	2
b.	Analyze the relationship communication process in B2B marketing. How should sales responsibilities be managed when dealing with low-priority versus high-priority customers?	10	2

5. Attempt any one part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	Outline the basics and objectives of pricing in B2B markets. Discuss the 3 Cs of pricing and how they influence the price-setting process.	10	3
b.	Evaluate the role of the sales force in B2B pricing strategies. How do bid pricing and internet auctions fit into B2B pricing tactics?	10	3

6. Attempt any one part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	Discuss the Gaps Model of Service Quality. How can this model be applied to improve service innovation and design in a B2B context?	10	4
b.	Compare and contrast services with goods in the context of B2B marketing. How do customer expectations and perceptions of services influence service design?	10	4

7. Attempt any one part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	Discuss the various pricing considerations and strategies for services in B2B markets. How do advertising, personal selling, sales promotion, and public relations contribute to managing the service promise?	10	5
b.	Evaluate the methods for assessing the success of a service offering. How should complaints be handled, and what strategies can be implemented for effective recovery management and service guarantees?	10	5