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MBA
(SEM IV) THEORY EXAMINATION 2024-25
B2B AND SERVICES MARKETING

TIME: 3 HRS

M.MARKS: 100

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20

Q no.	Question
a.	Define B2B marketing and explain its characteristics.
b.	Differentiate between consumer market and business market.
c.	What are the elements of B2B offering?
d.	Describe the organizational buying process.
e.	Explain the concept of CRM process in B2B marketing.
f.	What is the significance of strategic alliances in B2B marketing?
g.	Outline the communication mix used in B2B marketing.
h.	Discuss the distinctive nature of marketing distribution channels.
i.	Explain the 3 C's of pricing in B2B markets.
j.	Describe the Gaps Model of Service Quality.

SECTION B

2. Attempt any three of the following: 10 x 3 = 30

Q no.	Question
a.	Discuss the classification of business products and customers.
b.	Explain the relationship communication process in B2B marketing.
c.	Describe the process of managing and administering channel members.
d.	What are the pricing tactics used in B2B markets?
e.	Discuss the role of employees and customers in service delivery.

SECTION C

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

a.	Explain the process of call preparation and selling to low-priority customers.
b.	Discuss the ethical aspects of B2B pricing.

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

a.	Describe the process of service innovation and design.
b.	Explain the role of advertising in managing service promise.

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

a.	Discuss the importance of physical evidence in service design.
b.	Explain the process of complaint handling and recovery management.

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

a.	Describe the process of evaluating the success of service offering.
b.	Discuss the role of sales force in pricing strategy.

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

a.	Explain the concept of demand and capacity management in service delivery.
b.	Discuss the strategies for managing service promise.