



Internal Assessment Test - I

Sub: B2B Marketing Management

Code: 20MBAMM401

Date: 08/06/2022

Duration: 90 mins

Max Marks: 50

Sem: IV

Branch: MBA

OBE

Marks CO RBT

| | Part A -Answer Any Two Full Questions (20*02=40 Marks) | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|---|-----------------------|--------------------|---|--------------------------|---|---|----|-------------------------|--|----------------------------------|-----|---------------------------------|----------------------------|---|----|--------------------------------|---|--|--|--|--|
| 1(a) | What do you understand by B2B marketing? | [03] | CO1 | L1 | | | | | | | | | | | | | | | | | | | | |
| | As the name suggests, business-to-business marketing refers to the marketing of products or services to other businesses and organizations. It holds several key distinctions from B2C marketing, which is oriented toward consumers. | | | | | | | | | | | | | | | | | | | | | | | |
| (b) | Illustrate the differences between consumer-goods marketing and business marketing | [07] | CO1 | L3 | | | | | | | | | | | | | | | | | | | | |
| Business Markets in Comparison to Consumer Markets: | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Sl. No.</th> <th style="width: 30%;">Market Structure</th> <th style="width: 30%;">Marketing Perspective</th> <th style="width: 30%;">Consumer Behaviour</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">I</td> <td>Fewer sellers and buyers</td> <td>Segmented on basis of industry, end market, served, level of technology, ownership and characteristics of the buying unit</td> <td>Business suppliers have closer relationships with customers</td> </tr> <tr> <td style="text-align: center;">II</td> <td>Business demand derived</td> <td>Higher investments in capital equipments and R&D</td> <td>Small numbers, large order sizes</td> </tr> <tr> <td style="text-align: center;">III</td> <td>Business demand fluctuates more</td> <td>Focus on improving profits</td> <td>Main purchase motive is furthering organizational terms</td> </tr> <tr> <td style="text-align: center;">IV</td> <td>Business market larger in size</td> <td>Innovation via technological push and radical-breakthroughs</td> <td>Strong interdependence between business buyer and supplier</td> </tr> </tbody> </table> | Sl. No. | Market Structure | Marketing Perspective | Consumer Behaviour | I | Fewer sellers and buyers | Segmented on basis of industry, end market, served, level of technology, ownership and characteristics of the buying unit | Business suppliers have closer relationships with customers | II | Business demand derived | Higher investments in capital equipments and R&D | Small numbers, large order sizes | III | Business demand fluctuates more | Focus on improving profits | Main purchase motive is furthering organizational terms | IV | Business market larger in size | Innovation via technological push and radical-breakthroughs | Strong interdependence between business buyer and supplier | | | |
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|------|--|---|---|--------------------|------|-----|----|
| | V | Buying process more complex and involves group DM | Suppliers more sensitive to customer requirements | High risk purchase | | | |
| | VI | Geographic concentration of demand | Key accounts critical | High involvement | | | |
| (c) | Explain the factors influencing the purchase decisions in B2B marketing | | | | [10] | CO2 | L2 |
| | | | | | | | |
| 2(a) | What do you mean by OEM? | | | | [03] | CO1 | L1 |
| | <ul style="list-style-type: none"> An original equipment manufacturer (OEM) provides components for the finished products of another company, known as a value-added reseller (VAR). In the computer industry, OEM may refer to the company that buys products and then incorporates or rebrands them into a new product under its own name. | | | | | | |
| (b) | Explain the concept of B2B marketing with relevant examples. | | | | [07] | CO1 | L2 |
| | Business-to-business (B2B) is a transaction or business conducted between one business and another, such as a wholesaler and retailer. B2B transactions tend to happen in the supply chain, where one company will purchase raw materials from another to be used in the manufacturing process. | | | | | | |
| (c) | If you are marketing automotive batteries to OEMs and reseller market, what kind of marketing strategy would you follow? | | | | [10] | CO2 | L2 |
| | The students are supposed to write buyer buying behaviour in the context of B2B marketing. | | | | | | |
| 3(a) | Who are initiators? | | | | [03] | CO2 | L1 |
| | Initiators. First recognize problem / need. Any individual in buying firm – often, users | | | | | | |
| (b) | Describe what are entering goods with examples. | | | | [07] | CO1 | L2 |
| | <ul style="list-style-type: none"> ➤ Entering Goods <ul style="list-style-type: none"> ✓ Become part of the finished product | | | | | | |

| | | | | |
|-----|---|------|-----|----|
| | ✓ Cost assigned to the manufacturing process | | | |
| (c) | Explain the Buy-phases in the industrial Buying-decision process | [10] | CO2 | L2 |
| | <p>Buying Situations / Buyclasses</p> <p>3 Common types of purchases / buying situations</p> <p>i. New Task / New Purchase : Here, buyers have limited knowledge and experience of the new product/service. Hence, more information is obtained, more people are involved, risks are more, and decisions take longer time.</p> <p>ii. Modified Rebuy / Change in supplier : This situation occurs when the firm is not satisfied with the performance of existing suppliers, or there is a change in product specs. Hence, the need for searching alternate suppliers.</p> <p>iii. Straight Rebuy / Repeat purchase : Here, the buying firm places repeat orders on suppliers who are currently supplying certain products/services. Such decisions are routine, with less risks and less information needs, and can be taken by junior executives.</p> | | | |
| | Part B - Compulsory (01*10=10marks) | | | |
| 4. | When you are marketing products like ceiling fans and furniture, you are doing consumer marketing as well as industrial (or business) marketing." Do you agree with this statement? Justify your answer. | [10] | CO1 | L5 |
| | Students needs to express sound understanding of difference between consumer markets and industrial markets. | | | |