

MBA
(SEM IV) THEORY EXAMINATION 2022-23
B2B & SERVICE MARKETING

Time: 3 Hours

Total Marks: 100

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

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20
- Define B2B marketing.
 - What is a buying centre?
 - What is value selling?
 - Mention different types of distribution channels in B2B markets.
 - State the objectives of pricing in B2B marketing.
 - State the various tools used for sales force performance evaluation.
 - What is meant by physical evidence?
 - Define service encounters.
 - Mention various promotional tools used by service marketers.
 - What is serviced guarantee?

SECTION B

2. Attempt any three of the following: 10 x 3 = 30
- Distinguish between consumer markets and business markets.
 - Explain relationship communication and state the process of relationship communication.
 - Explain competition pricing strategies used by B2B marketers in current scenario.
 - What measures should a marketer take to consistently offer good quality service?
 - What are the different elements of service recovery system? How can a marketer make service recovery system effective?

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10
- Describe organizational buying behavior process with suitable examples.
 - Elaborate the role of CRM in managing buyer seller relationship.
4. Attempt any one part of the following: 10 x 1 = 10
- Describe customer acquisition process for building relationship communication.
 - Discuss the role of supply chain and logistics management in developing distribution strategies for B2B markets.
5. Attempt any one part of the following: 10 x 1 = 10
- What is bid pricing and internet auctions and how these are used in B2B markets?
 - Explain sales force selection process in B2B industries.
6. Attempt any one part of the following: <https://www.aktuonline.com> 10 x 1 = 10
- Describe the gap model and techniques for improving service quality.
 - Explain the stages in the new service development process.
7. Attempt any one part of the following: 10 x 1 = 10
- Discuss the benefits of service guarantees. What are the characteristics of effective guarantee?
 - Describe the role of employees and customers in effective service delivery.