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Sub Code: KMBN MK- 03
Roll No.

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**

a. Define B2B marketing.
b. What is a buying centre?
c. What is value selling?
d. Mention different types of distribution channels in B2B markets.
e. State the objectives of pricing in B2B marketing.
f. State the various tools used for sales force performance evaluation.
g. What is meant by physical evidence?
h. Define service encounters.
i. Mention various promotional tools used by service marketers.
j. What is serviced guarantee?

SECTION B

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

a. Distinguish between consumer markets and business markets.
b. Explain relationship communication and state the process of relationship communication.
c. Explain competition pricing strategies used by B2B marketers in current scenario.
d. What measures should a marketer take to consistently offer good quality service?
e. 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**

a. Describe organizational buying behavior process with suitable examples.
b. Elaborate the role of CRM in managing buyer seller relationship.

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

a. Describe customer acquisition process for building relationship communication.
b. 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**

a. What is bid pricing and internet auctions and how these are used in B2B markets?
b. Explain sales force selection process in B2B industries.

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

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a. Describe the gap model and techniques for improving service quality.
b. Explain the stages in the new service development process.

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

a. Discuss the benefits of service guarantees. What are the characteristics of effective guarantee?
b. Describe the role of employees and customers in effective service delivery.

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