



# Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program SY MBA

School of Commerce and  
Management

Department:- Management

Course Code:-MMC MM 612

Course Title :- B2B Marketing

Semester – Even

Day and Date Tuesday

End Semester Examination

Time: 3 hrs, Max Marks: 100

28/05/2019

2.30 to 5.30 PM

Instruction: All Questions are compulsory.

		Marks	COs	Blooms Level
Q.1	Answer the following			
a)	Summarize need of B2B segmentation.	10	CO1	L <sub>2</sub>
b)	Apply Environmental factors in B2B Marketing.	10	CO2	L <sub>3</sub>
	OR			
b)	Apply different purchasing practices in B2B buying.	10	CO2	L <sub>3</sub>
Q.2	Answer the following			
a)	Illustrate types of controls in strategic plan.	10	CO3	L <sub>3</sub>
b)	Examine influences on buying decision in B2B buying.	10	CO4	L <sub>4</sub>
	OR			
b)	Analyze product mix in B2B Marketing with example.	10	CO4	L <sub>4</sub>
Q.3	Answer the following			
a)	Illustrate entry strategies in B2B Marketing.	10	CO5	L <sub>4</sub>
	OR			
a)	Analyze legal aspects of doing International business Specially Direct business	10	CO5	L <sub>4</sub>

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Q.4 Answer the following

- |    |  |    |     |                |
|----|--|----|-----|----------------|
| a) | Devise B2C Digital Marketing plan for a company.                 | 10 | CO6 | L <sub>6</sub> |
| b) | Design the steps to go Digital for a Construction company.       | 10 | CO6 | L <sub>6</sub> |
| c) | Recommend measures to resolve the problems in Digital Marketing. | 10 | CO6 | L <sub>5</sub> |

OR

- |    |  |    |     |                |
|----|--|----|-----|----------------|
| c) | Evaluate performance of Digital Marketing department of a company. | 10 | CO6 | L <sub>5</sub> |
|----|--|----|-----|----------------|

Q.5 Answer the following

- |    |   |    |     |                |
|----|---|----|-----|----------------|
| a) | Compose the risk factors involve in International Trade payments. | 10 | CO5 | L <sub>6</sub> |
| b) | Argue why a software solution company would go global?            | 10 | CO5 | L <sub>5</sub> |

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