



# 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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