April - May - 2026

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Total No. of Questions : 5]

SEAT No. :

PF-5766

[Total No. of Pages : 3

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S.Y. M.B.A.

MKT615MJ : BUSINESS TO BUSINESS MARKETING

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) Solve any Five questions (2 marks each) : **[5 × 2 = 10]**

a) Explain the difference between B2B Marketing and B2C Marketing.

b) What is the Buy Grid Framework and what is its role in the context of organizational buying.?

c) Distinguish between Macro Variables and Micro Variables used as bases for business-to-business segmentation.

d) Briefly describe the three main Pricing Strategies for B2B markets.

e) Name three specific components of the Business Marketing Communication Mix for industrial customers.

f) Differentiate between Transactional and Collaborative relationships in the context of buyer-seller relationships in industrial markets.

g) List three Current Trends for B2B Markets with respect to the use of technology and digital tools.

h) What is value-based segmentation? Answer with examples.

Q2) Solve any Two questions (5 marks each) : **[2 × 5 = 10]**

a) Differentiate between Vertical Marketing System (VMS) from Horizontal Marketing System (HMS) with appropriate examples.

b) Describe the different categories of buyer-seller relationships that typically develop in business-to-business industrial product marketing, providing relevant examples for each type.

c) Discuss the different forms of channel conflicts commonly encountered in B2B marketing within the Indian context. Recommend strategies and solutions for resolving these conflicts.

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Q3) **Solve any One question (10 marks each) :** **[10]**

a) A company manufacturing industrial water purification systems wants to introduce a new product for manufacturing plants.

i) Explain the role of product in the industrial market with reference to this company.

ii) Describe any two techniques for identifying new industrial products that the company can use.

iii) Explain how innovation and technology can help the company remain competitive.

b) An industrial equipment supplier is planning to price its CNC machines for automobile manufacturers.

i) Explain Cost-Based Pricing and Value-Based Pricing with reference to this situation.

ii) What is competitive bidding? Explain its importance in B2B pricing.

iii) Briefly explain the ethical issues involved in industrial pricing.

Q4) **Solve any One question (10 marks each) :** **[10]**

a) A mid-sized industrial equipment manufacturer is facing declining repeat orders despite offering competitive prices and quality products. The management believes the issue lies in weak communication and poor relationship management with key industrial buyers. As a Business Marketing consultant, analyze the role of Business Marketing Communication in addressing this issue, also suggest an integrated mix of industrial advertising, personal selling, PR, and CRM to strengthen buyer-seller relationships.

b) A B2B pharmaceutical supplier serves hospitals, distributors, and institutional buyers across multiple regions. The company wants to improve profitability by restructuring its sales force and focusing on high-value customers. Explain how Sales Force Development and Management can be aligned with business objectives, highlighting the role of service quality in influencing industrial customers.

Q5) **Solve any One question (10 marks each) :** **[10]**

a) An engineering components manufacturer plans to expand its operations nationally and is \confused about whether to sell directly or through industrial intermediaries. The company is also exploring supply chain integration to reduce costs and improve efficiency. Examine the distinctive nature of B2B distribution channels while comparing different types of industrial middlemen and justify the most suitable option. Also, justify how channel flow design and value chain analytics can support supply chain integration and cost–benefit analysis.

b) A traditional B2B machinery supplier wants to modernize its distribution strategy to stay competitive in a rapidly digitizing market. Discuss how social media can be used for lead generation and branding in B2B markets, while evaluating explaining the concept of Virtual Marts and their relevance in modern B2B marketing.

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