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MKT



Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA403A

4th Semester Regular/Back Examination, 2025

SUBJECT: B2B Marketing

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time : 3 Hours

Max Marks: 100

Q.Code: S163

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

(2 x 10)

Q1 Answer the following questions:

- Illustrate the importance of B2B marketing
- Differentiate between Business market and consumer market
- What do you understand by reverse logistics?
- Differentiate between straight re-buy and modified re-buy.
- How can marketers build customer relationships in B2B?
- What is the importance of advertising in B2B market?
- Why is tendering required?
- What is price bid?
- Discuss briefly about buying roles in B2B buying.
- What is understood by firmographics?

Part-II

(6 x 8)

Q2

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

- Explain how Business Buyers can be engaged with digital and social media.
- What skill sets and competencies are required to the buying centre in B2B manufacturer?
- How can segmentation of business market be done?
- What do you understand by positioning? What are the criteria for making a good positioning strategy?
- Explain CRM strategies which can be used for Business markets?
- B2B marketing is more complex than B2C marketing. Comment.
- Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- Discuss the composition of a business Centre and their respective roles in the business Centre.

- i) What are the challenges for selling to a buying centre?
- j) Discuss the importance and factors influencing pricing in B2B markets.
- k) Sales promotion can be targeted to different customer categories in B2B marketing. Comment
- l) Explain various elements of IMC in Business marketing communication and their significance

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

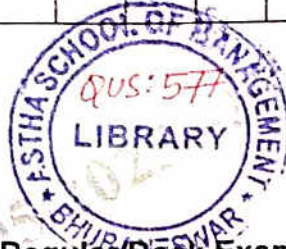
		(16 x 2)
Q3	Explain the factors affecting industrial buying behaviour. Discuss the buyers' decision process approach with suitable examples.	(16)
Q4	Branding plays a crucial role in B2B marketing, Comment. Develop a business channel strategy for a packaged bottling manufacturer.	(16)
Q5	How do you measure the success of a B2B market campaign? Describe your experience while developing and executing B2B marketing strategies.	(16)
Q6	How can B2B marketing manager make use of the changing technology to increase the customer base?	(16)

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Course: MBA
Sub_Code: 18MBA402A

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Product & Branding Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S092

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What do you mean by Product Line?
- What is Product Management and why it's needed?
- Explain the concept of Brand identity.
- Write any two key roles/responsibilities of product manager.
- What is Brand Equity?
- What is Product line?
- What is Product Mix decision?
- What is Test marketing?
- What is brand architecture?
- What is brand rejuvenation?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the POP & POD concept of Brand positioning with special reference to couple of brands, one FMCG and one durable brand.
- What are the criteria applied in brand naming decisions? Discuss the different types of brand name category by citing suitable examples.
- Elaborate the differences between Brand Positioning and Brand Repositioning in the context of modern day market dynamics.
- Write Short notes on: I. Brand Rituals II. Brand Imagery
- What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.
- Define brand loyalty and write about the loyalty levels of the customer with respect to brands.
- Elaborate the concept of 'Brand Identity Prism'. Discuss its relevance and use in the modern context.

- h) What are the hindrances to 'New Product Development'? Mention the reasons for New Product failure.
- i) Suggest a Brand Positioning strategy for a brand of your choice preferably from Fast Moving Consumer Goods (FMCG) industry.
- j) Which brands do you have the most resonance with? Can every brand achieve resonance with its customers? Why or why not?
- k) In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective?
- l) Comment upon the significance of branding for consumer products in today's competitive marketing environment.

Part-III

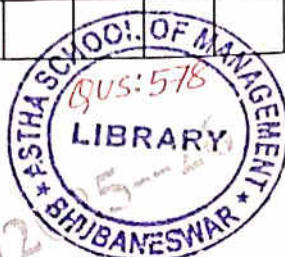
Only Long Answer Type Questions (Answer Any Two out of Four)

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|----|--|----------------|
| Q3 | What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples. | (16x2)
(16) |
| Q4 | Elaborate the different stages of Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving suitable example. | (16) |
| Q5 | Discuss the sources of measuring brand equity with respect to customer mindset. Elaborate the different qualitative and quantitative research techniques to gather the same. | (16) |
| Q6 | Explain the 'Customer-Based Brand Equity Pyramid' & discuss different hierarchical steps and the movement of brands therein. | (16) |

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Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Retail Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S004

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Explain the concept of "Impulsive Buying Behaviour".
- What is the relevance of retail layout?
- What is loss leader pricing?
- What are the four types of retail store layout?
- Define dynamic pricing in retailing.
- What is the point of purchase display?
- What do you understand by visual merchandising?
- Who is a channel captain in the distribution system?
- Explain the term GMROI.
- Define CRM.

Part-II

Q2 Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve)

(6 x 8)

- What are the elements of retail marketing mix?
- Explain the different types of organized retail format with suitable examples.
- How economic and political factors impact on the retail environment?
- Describe the factors to be considered to have an effective retail pricing decision.
- Discuss the challenges and opportunities prevailing in global retailing sphere.
- What are the duties and responsibilities of store manager?
- What are the steps of personal selling in Retail?
- Write a short note on "Retail Supply Chain Management".
- Explain the factors those influence choice of retail location.
- What is retail inventory? Discuss.
- Differentiate between logistics and inventory management.
- What is the difference between Speciality stores and Discount stores?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16x2)

- Q3** Explain the importance of supply chain management and logistics in service retailing and product retailing in India by giving suitable examples. **(16)**
- Q4** Describe the process of setting a price for the retail product. Discuss the various pricing strategies useful to leverage demand-supply fluctuations in dynamic market scenario. **(16)**
- Q5** Explain in detail about the different factors affecting retail consumers' buying decisions. Describe the decision making process in retail. **(16)**
- Q6** Define Merchandising. Discuss its importance and scope in retail business. Enumerate the factors that retailers should consider while merchandising objectives. **(16)**