

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
THIRD SEMESTER
Sub: B2B Marketing (MCM 313)

Date: 05/12/2024

Total marks: 60

Time: 2.00pm to 4.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. What are the four categories in the Growth-Share Matrix, and how are they defined?
2. What are the main characteristics of business markets?
3. Describe the different types of business market customers.
4. What are the stages of the corporate purchasing decision process?

Q.2 Answer the following questions. (Attempt any two) (16)

1. How does competitive bidding influence B2B advertising strategies?
2. What are commercial enterprises, and how do they contribute to B2B markets?
3. What are the main types of business marketing channels?
4. What are some effective B2B advertising strategies?

Q.3 Write short notes. (Attempt any three) (12)

1. Selecting the Right Marketing Channels
 2. B2B Advertising Channels
 3. Importance of Business Marketing
 4. The Business Buying Process
 5. B2B Advertising
 6. B2C segmentation
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