

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: B2B Marketing (MCM-313)

Date: 22/12/2025

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 factors influence business buying behaviour?
2. What are the four categories in the Growth-Share Matrix, and how are they defined?
3. What are the unique characteristics of services in business markets that impact management strategies?
4. How can SWOT analysis be used in strategy formulation?

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

1. What are the main characteristics of business markets?
2. What are some benefits of participating in trade shows and exhibitions for B2B companies?
3. What are the key components of the Balanced Scorecard?
4. Outline the stages of the business buying process

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

1. B2B Advertising
 2. The Business Buying Process
 3. B2B markets
 4. Importance of Business Marketing
 5. Marketing Channels
 6. Strategic role of marketing
-