

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2026
THIRD SEMESTER
Sub: B2B Marketing (MCM-313)

Date: 19/05/2026

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's the distinction between a stepwise and a process flow model?
2. What are the stages of the corporate purchasing decision process?
3. How does business marketing differ from consumer marketing?
4. What are the main characteristics of business markets?

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

1. How should a B2B company choose which market segments to target, and what factors should influence their positioning strategy?
2. What steps should a B2B company follow to implement an effective market segmentation strategy?
3. What are the four categories in the Growth-Share Matrix, and how are they defined?
4. How can the Growth-Share Matrix be used to make strategic decisions about a product portfolio?

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

1. Key Components of Business Marketing Communications
 2. Selecting the Right Marketing Channels
 3. Key Characteristics of B2B Advertising
 4. Mobile Marketing
 5. Search Engine Marketing (SEM)
 6. Types of business marketing channels
-