



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION
(December 2019)

Pinnacle MBA
Term- V
MM: 40 Marks

Course: B2B Marketing
Time: 2 Hours
Subject Code: MA2212

Instruction:

1. There are four questions of 10 marks each. Each question is compulsory.
2. Brief and to the point answers will be appreciated.
3. This is a closed book paper, and hence, originality will be appreciated in the answers.

Q1: You are the marketing manager of a new firm which wants to create a B2B ecosystem on the digital platform for companies who are looking for competitive and industry-related information. Please prepare a sales pitch with all the components as discussed in the class for the same. How will you rate your product, and how convinced are you with the concept of the product/service solution being offered to the user? Justify your answer.

Q2: Descriptively layout the general guidelines to be followed when negotiating a sales deal with a B2B customer. Elucidate the various roles played by the different stakeholders in your customer's company.

Q3: How important is marketing communication for a B2B marketing plan? Create a small IMC (Integrated Marketing Communication) plan for any B2B/Industrial/Institutional firm of your choice, highlighting all the components in it.

Q4: "The line between B2C and B2B marketing is very transient and narrow, and the digital consumer space is narrowing it down further". Throw some light on the statement given here and justify your stand with logical reasoning and theory.