

MBA –Sem III
Business to Business (B2B) Marketing
Questions

1. What are the major differences between Business market and consumer market?
2. Explain major types of Buying Situation faced by B2B marketers.
3. What skillset and competencies are required to sell to the buying center in B2B manufacturer?
4. What are the challenges for selling to a buying center?
5. Explain the roles of participants of a buying center?
6. Give 2 examples of B2B buying?
7. Which are the trends observed in business market? Explain.
8. Explain the 8 stages of the business buyer decision process.
9. Explain CRM strategies which can be used for Business markets?
10. Explain with example Institutional and government markets.
11. Explain the factors influencing buying/rebuying of B2B products.
12. How can marketers building customer relationships in B2B.
13. Explain the need and importance of Sales forecasting?
14. How can segmentation of business market be done?
15. What is value based segmentation. Explain with example.
16. Explain positioning strategies for B2B products.
17. Direct and indirect distribution channels
18. Explain few Channel objectives.
19. Explain how channel members can be motivated?
20. Explain the term Trade shows, personal selling and advertising.
21. Explain the 5 C's framework for pricing decisions?
22. Using an example, explain marketing mix with reference to business service firm
23. Explain Differentiation strategies for business service firm
24. Explain how Business Buyers can be engaged with digital and social media.
25. Explain how business markets Segment, Target and Position their products for the business markets.
