

DOON UNIVERSITY

SCHOOL OF MANAGEMENT

MID SEMESTER EXAMINATION March 2017

IMBA-VIII SEMESTER

IMBA -804

BUSINESS TO BUSINESS MARKETING

Attempt all five questions .All questions carry equal marks.

- 1) Define Business to Business Marketing?
- 2) What are the areas of differences in industrial vs consumer marketing?
- 3) Give the characteristics of Distribution Channels of B2B?
- 4) Give the characteristics of B2B demands?
- 5) What are the goals of purchasing in case of B2B markets?