

24/3/2018



**DOON UNIVERSITY**

**SCHOOL OF MANAGEMENT**

**MID TERM EXAMINATION –MARCH 2018**

**BUSINESS TO BUSINESS MARKETING IMBA-804**

**IMBA-VIII SEMESTER**

**TIME: 2 hrs**

**MAX MARKS : 30**

Attempt any 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) Define the goals of Purchasing .
- 4) Give the different organizational buying situations? Also give the forces that effect the organizational buying behavior.
- 5) What are the goals of purchasing in case of B2B markets?
- 6) What do you mean by segmenting and why is segmenting in case of business market essential ?
- 7) Give the different types of industrial product lines?
- 8) Give the different roles of buying centres?