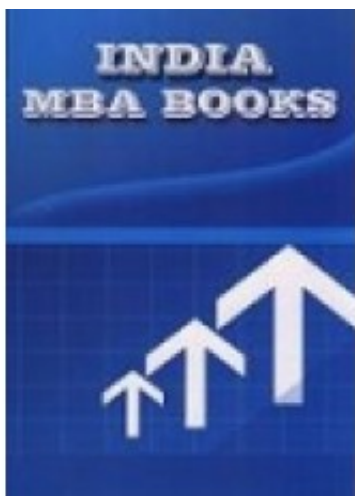


B2B Marketing



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Description

B2B

MARKETING SOLVED PAPERS AND GUESS

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Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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Overview of B to B Marketing

Meaning and scope of B 2 B Marketing; classification of business goods; industrial customers; components of industrial market; comparison between industrial and consumer market/marketing - why and what of business marketing; product and demand characteristics; customer characteristics; product/service mix characteristics; market characteristics; marketing mix characteristics.

II Demand for Industrial Goods and Buyer Behaviour

Demand for Industrial Goods - derived demand; joint demand; price insensitivity; price sensitivity; reverse elasticity; cross elasticity.

Industrial Buying and Buyer Behaviour - Factors affecting industrial buying decision; environmental factors; organizational environment; buying centre factors; roles in buying process; structural dimensions; individual factors; buying objectives/criteria; non-economic objectives; Webster-Wind model; Sheth model; the Buygrid model; buy classes; buy phases; appropriate marketing strategies over various buying situations and phases; business buying process complexity.

III Industrial Market Segmentation, Targeting & Positioning and Relationship Marketing

Industrial Market Segmentation - requirements for effective segmentation; macro and micro segmentations; intermediate segmentation; nested approach to segmentation; other bases of segmentation; benefits of market segmentation; criteria for segmentation variables; market targeting; differentiation; positioning. Partnering/Relationship Marketing and CRM - Characteristics of adversarial and partnership models; lifecycle models of buyer-supplier relationship; stages of buyer seller relationship models; selection of firms for collaboration; production linkages and industrial marketing; CRM.

IV Industrial Product and Pricing Decisions

Product Decisions – Industrial product; product lifecycle; new product development; classification of new products; product revitalisation/elimination.

Industrial Pricing - Characteristics of industrial prices; factors affecting pricing; pricing objectives; costs in industrial pricing; pricing methods/approaches; new product pricing; pricing over the PLC; pricing policies; geographic pricing; transfer pricing; leasing.

Second Internal Examination

V Industrial Marketing Communication and Logistics

Industrial Marketing Communication - Communication mix; salient features of business marketing communication; major decisions in industrial marketing communication; trade fairs and exhibitions.

Personal Selling - Types of industrial salesmen; management of sales force; knowledge/training for sales force; organising sales force; personal selling process; summary.

Industrial Marketing Logistics - Components of logistics; importance of logistic; business-to-business logistical services; supply chain management; types of distribution; channel systems; multi-channel marketing system; channel conflicts; factors influencing channel design.

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