



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – November 2025

Date: 14-11-2025

Time: 11:00am – 12:30pm

School: SOM-PG	Program: MBA	
Course Code: MBA3136	Course Name: B2B Marketing	
Semester: III	Max Marks:50	Weightage:25%

CO - Levels	C01	C02	C03	C04	C05
Marks	28	22			

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part- A

Answer ALL the Questions. Each question carries 3marks.

5Q x 3M=15 Marks

1	List any three differences between industrial marketing and consumer marketing with suitable examples.	3 Marks	L1	C01
2	State any three types of industrial demand with appropriate examples.	3 Marks	L1	C01
3	Define “straight rebuy” for a B2B firm.	3 Marks	L1	C02
4	List any three challenges faced in marketing business services.	3 Marks	L1	C02
5	Define industrial product life cycle. Give an example.	3 Marks	L1	C02

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	DuPont is a chemical company which markets and sells specialized polymers to a car manufacturer like Ford for use in producing vehicle parts. Discuss this statement in the light of two major types of businesses.	10 Marks	L2	C01
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Or

7.	As a sales manager, you are planning to pitch your product to a new industrial customer. Discuss the strategies explaining how understanding organizational procurement behavior can improve your success rate.	10 Marks	L2	CO1
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8.	A company offering industrial cleaning services is facing declining demand. Discuss the relevance of product life cycle concept for revitalizing the service offering.	10 Marks	L2	CO2
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Or

9.	You have been appointed as a channel strategist for an industrial tools company. Identify a suitable channel strategy and explain the role of distributors and logistics in ensuring customer satisfaction.	10 Marks	L2	CO2
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Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Delta Components Ltd. supplies electrical components to heavy machinery manufacturers. Recently, the company lost a major client due to poor coordination among its buying center members and lack of understanding of customer expectations. Delta's management is now revisiting its industrial marketing strategy to improve buyer relationships and decision-making processes.</p> <p>Questions:</p> <p>As. Identify the possible reasons for the loss of the client based on industrial buying behavior and interpersonal dynamics.</p> <p>B. Sketch a buying centre role and communication process redesign for Delta to reduce conflict.</p> <p>C. Execute strategies for rebuilding trust and maintaining long-term B2B relationships.</p>	15 Marks	L3	CO1
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******* BEST WISHES *******