



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – Dec, 2021

Program: BBA-Auto Marketing
Subject/Course: B2B Auto Retailing
Course Code: MKTG2019

Semester : V
Max. Marks: 100
Duration : 3 Hours

Note : Attempt All Sections

Section-A		CO
	Each question carries 2 marks Instruction: Choose the correct answer/Complete the statement	
Q.1	Electronic exchange of business document in a standard format is known as _____ a) EDI b) E-Commerce c) E-Business d) None of these	CO1
Q.2	Which of the following is NOT one of the attributes of a rapidly-adopted innovation? a) Relative advantage b) Usability c) Compatibility	CO1
Q.3	Tata motors selling cars through its dealers comes under which process? a) B2C b) C2C c) C2B d) B2B	CO1
Q.4	Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms? a) Direct marketing channel b) Indirect marketing channel c) Horizontal channel d) Synthetic channel	CO1
Q.5	Which of the following refers to creating products tailored to individual customers? a) Customization b) Aggregation c) Direct Materials d) Reverse Auction	CO1

Q6.	<p>Three broad types of B2B organizations are identified as:</p> <ul style="list-style-type: none"> a) Domestic, regional and international organizations. b) Small, medium and large enterprises. c) Commercial, government and institutional organizations. d) Small companies, large enterprises and not-for-profit organizations. 	CO1
Q7.	<p>The development of _____ techniques has enabled organizations to concentrate on their core processes and to outsource all other activities.</p> <ul style="list-style-type: none"> a) Logistics Management b) Supply Chain Management c) Lean Management d) Supplier Research 	CO1
Q8.	<p>Why is marketing important in a demand-driven economy?</p> <ul style="list-style-type: none"> a) Consumers have lots of choice. b) There is competition for customers. c) Supply often exceeds demand. d) All of the above. e) None of the above. 	CO1
Q9.	<p>What is the term for a market in which products are sold to organisations who will use them to make other products? For example, flour may be sold to a bakery which uses it to bake cakes.</p> <ul style="list-style-type: none"> a) Consumer market b) Reseller market c) B2B market d) Industrial market e) Supplier market 	CO1
Q10.	<p>Many consumers now ask other consumers for advice on products rather than consulting manufacturers or retailers. What makes it easier for them to do this?</p> <ul style="list-style-type: none"> a) Modern mobile phones have internet connections and more sophisticated cameras. b) New European regulations mean that manufacturers no longer have exclusive rights to give advice and guidance about their products. c) The Consumers' Association has run a number of conferences and set up an advice share network. d) The government has encouraged manufacturers to delegate this responsibility to other consumers in order to save costs. 	CO1

	e) Social networking sites, blogs and online reviews have made it easier and cheaper for consumers to self-publish and communicate.	
	Section-B Attempt all questions. Each question carries 5 marks Instruction: Write short/brief notes	
Q11.	Discuss the role and purpose of web communication in B2B marketing	CO2
Q12.	How can B2B marketing manager make use of the changing technology to increase the customer base.	CO3
Q13.	With the help of example discuss the customer relationship management strategies for business markets.	CO2
Q14.	Elaborate on the value based approach for pricing.	CO2
	Section-C Attempt all three, each question carries 10 marks	
Q15.	Why is there an automobile crisis in India? Support your answer with examples.	CO3
Q16.	With the help of examples discuss the factors impacting Indian automobile industry.	CO3
Q17.	Evaluate this statement “ the internet changes marketing communication from one way process to two way process that permits the marketer and the consumer to more readily exchange information” OR Taking example of electric vehicles to illustrate, explain the salient features of B2B market segmentation	CO3
	Section-D Both questions compulsory, each question carries 15 marks	
Q18.	In an industry already at the mercy of major disruptions, COVID-19 caused even more shake-ups for automotive companies, impacting everything from supply chain and operations to capital spending, loans and long-term strategies. Describe some of the ways the pandemic has directly and indirectly impacted the auto industry’s long-term projection.	CO4
Q 19.	Maruti Suzuki India Ltd. wants to procure engine oil for its passenger cars. Some of the suppliers are Castrol India Ltd. IOCL, BPCL etc.	CO4

	<p>Maruti needs your help in evaluating these suppliers. Recommend a system/technique to evaluate supplier.</p>	
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OR

	<p>For Philips car lights, suggest and describe five best B2B marketing campaigns.</p>	
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