

312 - Business to Business Marketing

1. What does Business-to-Business (B2B) Marketing primarily involve?

- a. Selling directly to consumers.
- b. Selling goods or services to other businesses, organizations, or government entities.
- c. Selling exclusively to end-users.
- d. Ignoring organizational buyers.

Answer: b. Selling goods or services to other businesses, organizations, or government entities.

2. What is the role of the Buying Centre in B2B Marketing?

- a. It is irrelevant in B2B transactions.
- b. The central location for purchasing goods.
- c. A group of individuals involved in the organizational buying decision-making process.
- d. Focused on individual consumers.

Answer: c. A group of individuals involved in the organizational buying decision-making process.

3. Which model is used for B2B Marketing in understanding the impact of Macro/Micro Environmental factors on decision making?

- a. ABC Model.
- b. Sheth Model.
- c. Buy grid Framework.
- d. Webster & Wind Model.

Answer: d. Webster & Wind Model.

4. What is the main focus of Business-to-Business (B2B) Marketing in comparison to Business-to-Consumer (B2C) Marketing?

- a. Solely on personal selling.
- b. Primarily on advertising.
- c. Exclusively on digital marketing.
- d. Building relationships and trust.

Answer: d. Building relationships and trust.

5. How does Organizational Buying Behavior differ from Consumer Buying Behavior?

- a. It is identical to consumer behavior.
- b. It involves fewer decision-makers.
- c. It is more complex and involves a group decision-making process.
- d. It relies solely on emotional factors.

Answer: c. It is more complex and involves a group decision-making process.

6. What are Micro Variables used for in B2B Market Segmentation?

- a. Only for organizational size.
- b. For understanding customer interaction needs, organizational capabilities, and personal characteristics.
- c. Exclusively for geographical location.
- d. Ignoring purchasing criteria.

Answer: b. For understanding customer interaction needs, organizational capabilities, and personal characteristics.

7. What is Concentrated Marketing in B2B?

- a. Focusing solely on advertising.
- b. Targeting a single market segment.
- c. Ignoring the target market.
- d. Concentrating on personal selling.

Answer: b. Targeting a single market segment.

8. What is the significance of Positioning in B2B Marketing?

- a. It is irrelevant in B2B settings.
- b. Establishing a distinctive image for a product or brand in the minds of the target market.
- c. Only applicable in B2C marketing.
- d. Focusing solely on sales strategies.

Answer: b. Establishing a distinctive image for a product or brand in the minds of the target market.

9. What criteria are used for choosing a target market in B2B Marketing?

- a. Ignoring market potential.
- b. Only organizational size.
- c. Based on purchasing criteria, profitability, and growth potential.
- d. Exclusively on geographical location.

Answer: c. Based on purchasing criteria, profitability, and growth potential.

10. What is the purpose of the Buy Grid Framework?

- a. It is irrelevant in B2B transactions.
- b. To simplify the purchasing process.

- c. To analyze and understand different buying situations.
- d. Focusing solely on personal selling.

Answer: c. To analyze and understand different buying situations.

11. What is the Industrial Product Lifecycle in B2B Marketing?

- a. Irrelevant for industrial products.
- b. The process of introducing and phasing out industrial products over time.
- c. Focusing solely on new products.
- d. Ignoring the role of after-sales service.

Answer: b. The process of introducing and phasing out industrial products over time.

12. What is the primary focus of Product Strategies for Existing Products in B2B Marketing?

- a. Only on advertising.
- b. Solely on reducing costs.
- c. On innovation, competitiveness, and technology.
- d. Ignoring competition.

Answer: c. On innovation, competitiveness, and technology.

13. What is the importance of After Sales Service in B2B Marketing?

- a. Irrelevant in B2B settings.
- b. To increase costs.
- c. To enhance customer satisfaction, use of innovation, competitiveness, and technology.
- d. Ignoring the customer experience.

Answer: c. To enhance customer satisfaction, use of innovation, competitiveness, and technology.

14. What is the primary factor influencing Pricing Decisions in B2B Marketing?

- a. Exclusively cost.
- b. Ignoring competition.
- c. Based on customer preferences.
- d. Focusing on technology.

Answer: a. Exclusively cost.

15. What is the role of Negotiation in B2B Pricing?

- a. Irrelevant in B2B transactions.
- b. Solely to increase prices.
- c. To find mutually agreeable terms between the buyer and seller.
- d. Ignoring customer preferences.

Answer: c. To find mutually agreeable terms between the buyer and seller.

16. What is the primary role of Personal Selling in B2B Marketing?

- a. Focusing solely on advertising.
- b. To minimize salesforce structure.
- c. To build relationships, develop and manage the sales force, and engage in key account management.
- d. Ignoring customer preferences.

Answer: c. To build relationships, develop and manage the sales force, and engage in key account management.

17. What is the purpose of Trade Shows and Exhibitions in B2B Marketing?

- a. Ignoring promotional activities.
- b. To minimize communication.
- c. To develop an industrial communication program.
- d. Focusing solely on personal selling.

Answer: c. To develop an industrial communication program.

18. What is ABC Analysis of Industrial Customers in B2B Marketing?

- a. A focus on advertising.
- b. Categorizing industrial customers based on their importance to the business.
- c. Ignoring the role of promotions.
- d. Focusing solely on technology.

Answer: b. Categorizing industrial customers based on their importance to the business.

19. What is the key focus of Public Relations in B2B Marketing?

- a. Ignoring communication.
- b. Building relationships with the public.
- c. Solely on personal selling.
- d. Focusing on digital marketing.

Answer: b. Building relationships with the public.

20. What does Advertising primarily aim to achieve in B2B Marketing?

- a. To increase personal selling efforts.
- b. To minimize brand visibility.
- c. To create awareness and promote products or services.

d. Ignoring promotional activities.

Answer: c. To create awareness and promote products or services.

21. What distinguishes B2B Distribution Channels?

a. Identical to B2C channels.

b. Ignoring the nature of distribution.

c. Focused on end-users.

d. Distinctive in their characteristics.

Answer: d. Distinctive in their characteristics.

22. What is the role of Technology in Branding for B2B Organizations?

a. It has no role in B2B branding.

b. Solely for advertising.

c. Enhancing brand visibility through the use of digital platforms.

d. Ignoring the use of technology.

Answer: c. Enhancing brand visibility through the use of digital platforms.

23 What are Current Trends for B to B markets?

a. Ignoring digital platforms.

b. Limited use of technology.

c. Use of social media, technology in branding, and digital platforms.

d. Focusing solely on traditional marketing.

Answer: c. Use of social media, technology in branding, and digital platforms.

24 What is the distinctive nature of B To B Distribution Channels?

a. Identical to B2C channels.

- b. Focused solely on technology.
- c. Exclusive use of direct distribution.
- d. Different from consumer distribution channels.

Answer: d. Different from consumer distribution channels.

25 What is the significance of Virtual Marts in B2B Marketing?

- a. Irrelevant in B2B transactions.
- b. Exclusively focused on personal selling.
- c. Online platforms facilitating trade between buyers and sellers.
- d. Ignoring the use of technology.

Answer: c. Online platforms facilitating trade between buyers and sellers.