

Model Test Paper of B2B Marketing

Q.1. you are in the process of setting up a plant for manufacturing Steel Tubes. You have already recruited the staff for the same. Now you are looking forward to close the deals for following items –

- a) Machinery for the plant (give details of the machines to be procured)
- b) Raw material

Please give the details of the role played by various staff members and their level of involvement in decision-making.

Provide the detailed description of the activities that would be carried out during the process.

Q.2 Describe how a positioning strategy should be developed for a small-scale flywheel manufacturing company, in a highly competitive market. Marketing to business users and OEM customers and how to communicate the same to target customers (make suitable assumptions, if needed)

Q.3 You are given an assignment to launch a new product range, aluminum extrusions, what all marketing activities would you perform and what management techniques would you use to ensure that all activities are completed in six-months, so as to be ready for the launch date. The products are required by household as well as business customers. The product applications are door and window frames, electrical control panels, heat sinks for electronic products, and other industrial applications. (Make suitable assumptions, if needed).