

| Part | sub/obj | Marks | Question | Answer Option 1 | Answer Option 2 | Answer Option 3 | Answer Option 4 | Correct Answer(A/B/C/D) | CO | Bloom's Taxonomy Level |
|------|---------|-------|--|------------------------------|------------------------------|---|----------------------|-------------------------|-----|------------------------|
| A | obj | 1 | Whole sellers and retailers buying behaviour is classified as | Business buyer behaviour | derived demand | business buying process | cognitive dissonance | A | CO1 | L3 |
| A | obj | 1 | Demand of business buyers is derived from | final consumer demand | raw material suppliers | production controller | logistic managers | A | CO1 | L2 |
| A | obj | 1 | In business buying process, group who has formal authority of supplier selection is classified as | user | influencer | decider and gatekeeper | buyer | D | CO1 | L4 |
| A | obj | 1 | To avoid complex buying situation, buying of packaged solution from single seller is considered as | new task | modified rebuy | straight rebuy | solutions selling | D | CO1 | L3 |
| A | obj | 1 | Demand which is affected by price changes in short term is | elastic demand | Inelastic demand | realistic demand | unrealistic demand | A | CO1 | L2 |
| A | obj | 1 | Sony is supplying camera to OPPO is | Transactional exchange | value added exchange | Collaborative exchange | Product exchange | B | CO1 | L5 |
| A | obj | 1 | Reasons for creating CRM strategy is | acquiring the right customer | maximizing profit | minimizing loss | None of the above | A | CO1 | L5 |
| A | obj | 1 | Buyers and seller relationship is based on | market condition | buyer condition | seller condition | all the above | D | CO1 | L1 |
| A | obj | 1 | Value in business-to-business marketing is defined as | benefits/costs | benefits-costs | both of the above | none of the above | A | CO1 | L1 |
| A | obj | 1 | In business-to-business, marketing, special importance is given to: | personal selling | sales promotion | advertising | direct marketing | A | CO1 | L2 |
| A | obj | 1 | In business markets is the economic, technical, service, and social benefits received by a customer firm in exchange for the price paid for a product or service offering. | Customer Value | benefit-costs | seller condition | buyer condition | A | CO1 | L3 |
| A | obj | 1 | In B2B Markets _____ expertise required | Geographically concentrated | Geographically dispersed | Standardized | Less technical | B | CO1 | L2 |
| A | obj | 1 | Buyer – seller relationships in B2B marketing | long term | closed | focus | All the above | D | CO1 | L2 |
| A | obj | 1 | When an increase in national income (GDP) results in a proportionately larger rise in capital investment spending | Domino Effect | Bull-Whip Effect | Acceleration Effect | Butterfly Effect | C | CO1 | L4 |
| A | obj | 1 | Put simply, is when something starts unpredictably and it causes someone to think that it will always happen that way and can end up in another unpredictable scenario | Domino Effect | Bull-Whip Effect | Acceleration Effect | Butterfly Effect | D | CO1 | L2 |
| A | obj | 1 | A cumulative effect produced when one event initiates a succession of similar events | Domino Effect | Bull-Whip Effect | Acceleration Effect | Butterfly Effect | A | CO1 | L2 |
| A | obj | 1 | A supply chain phenomenon describing how small fluctuations in demand at the retail level can cause progressively larger fluctuations in demand at the wholesale, distributor, manufacturer and raw material supplier levels | Domino Effect | Bull-Whip Effect | Acceleration Effect | Butterfly Effect | B | CO1 | L2 |
| A | obj | 1 | Cardinal philosophies: | deliver value to end users | outsource noncore activities | support collaborative relationships with major suppliers. | all the above | B | CO1 | L1 |

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| A | obj | 1 | Forward/English auction: | One seller offers an item to many buyers. Sold to the highest bidder. | One buyer invites many suppliers to bid. Lowest bidder gets the order. | both of the above | None of the above | A | CO1 | L1 |
| A | obj | 1 | Consumer buying process start with | Make purchasing decision | Recognition of a problem or need. | Search for information. | Evaluation of alternatives. | B | CO2 | L2 |
| A | obj | 1 | New Task | Company buys the product for the first time. | Buyers have limited knowledge and no previous experience. | Hence, more information, risk, decision time and people involved. | all the above | D | CO2 | L2 |
| A | obj | 1 | Modified Rebuy | Company buys the product for the first time. | Buyers have limited knowledge and no previous experience. | both of the above | None of the above | D | CO2 | L2 |
| A | obj | 1 | Straight Rebuy | Company buys the product for the first time. | Buyers have limited knowledge and no previous experience. | Buying firm places repeat orders with existing suppliers. | Hence, more information, risk, decision time and people involved. | C | CO2 | L2 |
| A | obj | 1 | The size of buying center varies for different firms and buying situations | TRUE | FALSE | May be | None of the above | A | CO2 | L2 |
| A | obj | 1 | 1.Deciders are members who make buying decisions on the supplier or the brand of a product.2.Gatekeepers control information to buying center members. | 1 is true | 2 is true | both are true | both are false | C | CO2 | L3 |
| A | obj | 1 | The buyers stuck to a suppliers with proven track record helps in | Gaining power | Risk Aversion | Lowering price | None of the above | B | CO2 | L3 |
| A | obj | 1 | Strategies to avoid commoditization trap | Offering supplemental | Enhancing the product range | Supplying just in time | All the above | D | CO2 | L3 |
| A | obj | 1 | Micro Environmental factors affecting business environment | Customers | competitors | suppliers | All the above | D | CO2 | L3 |
| A | obj | 1 | The Sheth Model of Organisational Buyer Behaviour has | One component | Two component | Three component | Four component | C | CO2 | L2 |
| A | obj | 1 | Types of Buyer – Seller Relationships | Transactional | Collaborative | both are true | both are false | C | CO2 | L2 |
| A | obj | 1 | Factors Influencing Relationship Strategies | Industry Norms | Communication | both are true | both are false | C | CO2 | L2 |
| A | obj | 1 | Identification of _____ and creating organizational infrastructure to serve them well. | Organisation structure | Key Account | Counterparts | All the above | B | CO2 | L1 |
| A | obj | 1 | Buying from one's own customers and using purchasing power | Reciprocity | Dealing | both are true | both are false | A | CO2 | L2 |
| A | obj | 1 | To gain a competitive edge the supply firm may have to become more _____ or more _____ than its competitors based on the industry dynamics. | collaborative, transactional | transactional, collaborative | collaborative, competitive | collaborative, transactional | A | CO2 | L3 |
| A | obj | 1 | _____ helps to decide how to allocate the resources among the customers. | Customer Value Analysis (CPA) | Customer Profitability Analysis (CPA) | Customer Life Time Value Analysis (CPA) | Customer Profitability Analysis (CPA) | B | CO2 | L3 |
| A | obj | 1 | _____ calculations help to decide which customers to keep and which customers to discontinue . | Customer Value Analysis (CPA) | Customer Profitability Analysis (CPA) | Customer Life Time Value Analysis (CPA) | Customer Profitability Analysis (CPA) | C | CO2 | L3 |
| A | obj | 1 | Criteria used by marketers to evaluate potential segments in effective segmentation | Differentiable | Accessible | both are true | both are false | C | CO2 | L3 |

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| A | obj | 1 | The Nested Approach to segmentation has | 2 variables | 3 variables | 4 variables | 5 variables | D | CO2 | L2 |
| A | obj | 1 | The Nested Approach to segmentation has | Operating variables | Purchasing approaches | both are true | both are false | C | CO2 | L2 |
| A | obj | 1 | Criteria used for evaluating each segment | Size and growth rate | Profitability analysis | Competitive analysis | All the above | D | CO2 | L2 |