

# MMM 854: B2B MARKETING



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## Short Description

**MMM 854: B2B MARKETING**

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**MMM 854: B2B  
MARKETING SOLVED PAPERS AND GUESS**

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**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

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**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

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#### **MMM 854: B2B MARKETING**

UNIT-I: Introduction to B2B Marketing: Differences between business marketing and consumer marketing, market structure, Environment of Business Marketing.

UNIT-II: Organizational Buying and Buyer Behaviour: Organizational buyers' decision process - A Stepwise Model and A Process Flow Model, influences that shape the buying decision process.

UNIT-III: B2B Marketing Strategy: Strategy making and strategy management process, tools for designing strategy – Managing Products for Business Markets-Managing Services for Business Markets-Managing Business Market channels The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

UNIT-IV: B2B Marketing STP: Market Segmentation, basic framework of segmentation, choosing target segments and positioning-Pricing strategies for Business Markets.

UNIT-V: Business Marketing Communications- Advertsising and Sales Promotion-Managing Personal selling process-Marketing performance

measurement

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