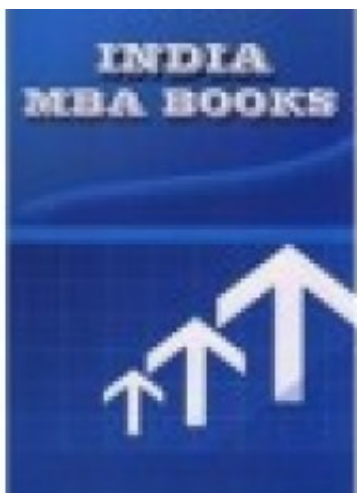


# B2B Marketing



**Brand:** Mehta Solutions  
**Product Code:** 20IMG24C1  
**Weight:** 0.00kg

**Price: Rs600**

## **Short Description**

**M D U UNIVERSITY B2B Marketing**



## **Description**

## **B2B Marketing SOLVED PAPERS AND GUESS**

**Product Details: M D U UNIVERSITY B2B Marketing**

**Format: BOOK**

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

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2019-20**

**RATING OF BOOK: EXCELLENT**

### **ABOUT THE BOOK**

#### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **M D U UNIVERSITY** book solutions now mehta solutions brings top solutions for **M D U UNIVERSITY B2B Marketing REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **M D U UNIVERSITY**.questions and answers are specially design specially for **M D U UNIVERSITY** students .

**Please note: All products sold on [mbabooksindia.com](http://mbabooksindia.com) are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
  
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LAST 5 YEARS PAPERS SOLVED PLUS GUESS**

B2B Marketing

UNIT-I

Market Opportunity Identification-Analysis and Evaluation, Introduction to B2B Marketing, Customer Analysis: Purchase process, Buying Teams, Business Buying and the Individual Manager, the effect of IT on purchase Behaviour, Customer Relationship Management Strategies for Business Markets: Relationship theories and variables, Business Marketing as Network Analysis and Management.

UNIT-II

Assessing Market Opportunities, Environmental changes impacting Supply Chain Power, Strategic Market Planning: The purpose of strategy, approaches to strategy, Business Marketing Strategy.

UNIT-III

Managing Products for Business Markets, Managing Business Marketing Channels, Pricing: Costs, customers and Competitors, Pricing strategy and organization, Relational Aspects of Business-to-business pricing, Bid pricing, Key Account Management.

UNIT-IV

Business Marketing Communication: Integrated Communication strategy, Relationship communication: Direct Marketing, Personal Selling, Relationship Communication Process, and Coordinating Relationship Communication. B2B Branding

## **Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**