**AMET Business School**

**Question Bank**

**Subject Code: BBM 515 Business To Business Marketing**

**Part – A (2marks)**

1. What are the forces in business to business marketing?
2. Name the various forces in B2B market.
3. What are the forces determine the intensity of industry?
4. What is the full form of OEM. Give two example
5. Define new entrants.
6. Define product differentiation
7. Define Switching cost
8. Define slow industry growth
9. Define Specialized Assets
10. 10 What are the three types of commitment?
11. Define push versus pull
12. Define channel selection
13. Define vertical integration
14. Define strategic group
15. Define fragmentation
16. What are the common areas of industry fragmentation?
17. What makes an industry fragmented?
18. Define overall entry barriers
19. Define exit barriers
20. Define emerging industries
21. Define declining industries
22. Define global industries
23. Define vertical integration
24. Define forward integration
25. Define capacity expansion
26. Define new entry

**Part – B (5marks)**

1 Write Short notes on:

a) Economics of Scale b) Switching Cost c) Government Policy

2 Write short notes on bargaining power of buyers

3 Explain the cooperative or nonthreatening moves

4 Explain the perceived non-threatening moves

5 Explain any two types of lags in retaliation

6 Explain the defensive move

7 How the companies are forming strategic group

8 Explain the common industry characteristics in strategic group and a firm’s

profitability

9 Explain the characteristics of strategic group and a firm’s profitability

10 Explain the firm’s position with its strategic group and a firm’s profitability

11 Explain the structural environment in emerging industries

12 Explain the early mobility barriers in emerging industries

13 What are the causes of industry declining?

14 Explain the leadership strategies in declining industries

15 Explain the harvesting strategy in declining industries

16 Discuss quick disinvestment in declining industries

17 Explain the sources and impediments to global competition

18 Explain the characteristics of vertical integration

19 Explain about quasi integration in global competition

20 Causes of overbuilding capacity in capacity expansion

21 Write short notes on sequenced entry

22 Write short notes on entry through acquisition

**Part – C (10 marks)**

1 Discuss the bargaining power of buyers

2 Discuss the bargaining power of suppliers

3 Discuss the threats from substitutes

4 Discuss the threats from new entrants

5 Discuss the rivalry activities within existing competitors

6 Explain in detail the threatening and non-threatening moves

7 Discuss the strategic groups and a firm’s profitability

8 List out the firm’s strengths and weakness relates to formulation of strategy

9 Explain the economic causes and principles of industry fragmentation

10 Discuss the Structural Determinants of Competition in Decline

11 Explain the exit barriers in declining industries

12 Discuss the strategic alternatives in declining industry

13 Write notes on the following:

1. Harvest strategy in declining stage b) Niche strategy in declining stage

14 Discuss the sources of global competition advantage

15 Discuss the strategic benefits and costs of vertical integration

16 Explain the various strategic issues in forward integration

17 Write nots on competition in global industries

18 Discuss the entry in to new business

19 Write notes on the following:

1. Entry through internal development
2. Entry through acquisition
3. Sequenced entry

20 Explain the strategic issues in backward integration