

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

PGDM/PGDM (General) - 2021-23
END TERM EXAMINATION (TERM -IV)
Academic Session: 2022-23

Subject Name: **B2B Marketing**Time: **02.30 hrs**Sub. Code: **PGM51**Max Marks: **40****Note:**

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks**Q. 1 (A):** Define value proposition in business market with examples.**Q. 1 (B):** Explain why is the buying process more complex in B2B marketing than in consumer marketing?**Q. 1 (C):** Outline how do purchasing practices in private sector commercial enterprise differ from that of government organizations?**Q. 1 (D):** Summarize how will you segment the B2B market? Explain with examples.**Q. 1 (E):** Apply the differentiated and undifferentiated marketing strategies in a company of your choice. (take B2B context)**SECTION - B**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: A. If you are recruited by a company to launch a new industrial product. What marketing activities and management techniques would you use to ensure that all the activities are complete in time so as to be ready by the launch date. Examine with examples.

or

Q. 2: B. Suppose you are made the leader of a team responsible for establishing competitor's intelligence system in your organization in order to improve the understanding and monitoring the competitors. Conclude how would you go about this task?

Q. 3: A. Maruti wants to procure engine oil for its passenger cars. Some of the suppliers are Castrol, Indian Oil, etc. Maruti seeks your help in evaluating these suppliers. Recommend a system/technique to evaluate suppliers.

or

Q. 3: B. Ramsa Corporation is in the business of manufacturing engineering plastics (pellets) for automobile bumpers in Punjab. In order to enter Gujarat, how should the company **design** the channel?

Q. 4: A. A key goal in logistics management is to find the optimum balance of logistical cost and customer service that yields optimal profits. Discuss with examples.

or

Q. 4: B. Why is selling considered to be a very challenging function for business markets? Develop sales promotion budget for cell phone with appropriate examples.

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study:

The marketing manager of SL business' systems (India) Limited wondered why the sales of the printer had not achieved the sales target for the first quarter of the financial year 2006-07. The company had adopted the pricing strategy of pricing its printer at: RS. 1,50,000, which was double the prices of its major competitors like HP and Canon, who had priced their printer at Rs. 75,000.

SL Business Systems (India) Limited was a joint venture company between a leading Japanese Corporation and a well-known Indian engineering corporation. The marketing manager of the company thought that the customers knew about the superior quality of their printer as compared to other suppliers' printers and hence, the existing and prospective customers would pay for the higher initial price. He felt that there was no time to carry out a market survey as that would have taken about 5-6 months, which would have delayed the introduction of the printer in the market.

The company realized the importance of communicating to the current and potential customers about the superior quality of the company's printer and the long-term monetary benefits of the printer over other printers. The cost per print out copy of the company's printer (including consumables like toners, developers, drums, etc.) was Rs. 0.35, and that of other printers was Rs. 1.00.

The distribution channels included personal selling through the company's ten branches established at major industrial cities, online marketing, as well as authorized distributors to sell and service to business customers and household consumers all over India.

The marketing manager was not sure if the sales would pick-up in case the company made an effective communication to its present and prospective customers about its superior quality and higher initial price of the printer.

Question

Q. 5: (A). If you were the marketing manager what would you do and why?

Q. 5:(B). Appraise why is pricing known as the most flexible element of marketing strategy? Should marketers always use pricing to compete?

Mapping of Questions with Course Learning Outcome

| Question Number | Cos | Bloom's taxonomy level | Marks Allocated |
|------------------------|------------|-------------------------------|------------------------|
| Q. 1: | 1 | 1,2,3 | 5 marks |
| Q. 2: | 2 | 4 | 7 marks |
| Q. 3: | 3 | 5 | 7 marks |
| Q. 4: | 3 | 6 | 7 marks |
| Q. 5: | 4 | 5 | 14 marks |

Note: Font: Times New Roman, Font size: 12.