

PGDM, 2013-15
B2B Marketing
DM-531

Trimester - V, End-Term Examination: December 2014

Time: 2 Hour 30 Min.

Maximum Marks: 50

Roll No -----

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Section A (Attempt any 3 questions out of 5, 3*5=15 Marks, words limit is 150)

Que 1. Industrial Marketing involves complex buying decision process as compared to Consumer marketing . Comment.

Que 2. Discuss?

Que 3. B2C marketing is about demand but B2B marketing is about derived demand ? Comment.

Que 4. Which are the seven ways to add value in B2B marketing?

Que 5. Discuss the importance of government selling and key factors to be kept in mind before attempting it.?

Section B (Attempt any 2 questions out of 3, 2*10=20 Marks, words limit is 300)

Que 1. Which are the key factors affecting your decision to go for a distributor or a sales team of your own ? How do you define your sales territory ? What are the critical factors to be considered while developing key accounts and networks for your sales teams??

Que 2. Discuss various promotional tools being used in B2B marketing by giving suitable examples. How does SPIN model helps you to create a situation of having no objections against the conventional objection handling in Personal selling?

Que 3. Discuss in detail the importance of differential pricing in B2B marketing ? What kind of pricing strategies are followed while focusing on **a. Customer b. Competition and c. Costing**. Give suitable examples wherever possible.

Section C (Compulsory Case Study, 15 Marks, there is no words limit)

1. A company has started to import paper napkin dispenser. These dispensers are coming in various colors and in very attractive designs. The USP of these dispenser is its versatility. It could dispense dry or wet napkins, hot or cold napkins as well as perfumed and non perfumed napkins. Using the three circles model identify the red ocean and blue ocean for this product. Identify the relevant segment(s) for this product Discuss in detail the salient points of Buying center model and also ponder your thoughts on possible Unique Buying requirement by the potential segment for this product.

2. Gas Authority India Ltd forays into LPG segment. Till date they are known for gas distribution in the country. It will be for the first time that they will be dealing with a retail product otherwise it was only some industrial product in the offerings. As a matter of convenience these people recruited some marketers from the FMCG sector to create an advantage in the so called retail segment. The first coordination meeting between the two groups from the industrial and retail side ended up in a heated environment with the industrial marketers pressing hard on no need for differentiating LPG at the marketplace as it is a generic product and highly commoditized. On the other hand the retail marketer said that there is still too much of differentiation which is possible after conducting a detailed consumer behavior study on the usage pattern of LPG by the housewives. Help them to reach to a consensus.

3. Recently you have been promoted as a key account manager and transferred to Modern trade division of Amul. Till now you were acting as Area sales manager for Delhi and NCR. Your performance as an Area sales manager was exemplary and the company expect you to repeat your performance in this new role. How would you like to prepare yourself for the new task. In which ways your role will be different than what you were doing superbly before? In which way would your pitch change for sales to your clients ?