

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (IB) 2015-17

Business-to-Business Marketing
ET_IB_B2B_3012

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Briefly explain about any THREE of the following concepts applicable to B2B marketing:
- a) Manufacturer's rep and its benefits.
 - b) Competitive bidding.
 - c) MRO services as an attractive business opportunity.
 - d) Pre-Qualification of suppliers.
 - e) B2B buying process.
 - f) Business marketing versus consumer marketing. **15**
- Q 2** Discuss your pricing strategies for each of the following B2B situations of MRF for its Tyres:
- a) Indian Army requires to buy about 50,000 tyres for periodic replacement in its trucks, as and when required in year 2017-18
 - b) Ashok Leyland needs 5000 tyres, customized for its export order trucks for sub-zero cold conditions.
 - c) Golden Transport Company urgently needs 200 truck-tyres for its transport fleet. **13**
- Q 3** B2B marketers generally use Product Evaluation Matrix while deciding on strategies for its existing products. How will you demonstrate application of this concept to auto-major Maruti Suzuki Motors for its strategic decisions for 2017-18? **13**
- Q 4** Superfine Paints Ltd. is a large manufacture of innovative acrylic paint products for high durability and low maintenance applications for automobile in both two- and four-wheeler categories. Superfine plans to promote aggressively in next financial year. Should it predominantly use personal selling or advertising, and why? Also recommend any FIVE methods/tools of Public relation to help it enhance its image in business market. **13**

Q 5 Demand characteristics of products in B2B markets are far too beyond from being elastic and direct. Justify this statement with the help of any Three characteristics specific to B2B market demand. How does Whiplash Effect help in fair demand estimation for its products in B2B market?

13

Q 6 Goodwill Asset Management Company has successfully rewarded its household investors with rich returns with its well-managed mutual fund products. Its product range is wide enough to cater to needs of different investor profiles with their risk appetite ranging from low to high. Goodwill has formed a new Institutional Market Division to look into bulk requirements of mutual fund investments by Corporates for their loyal and high performance employees. Make a B2B market segmentation plan showing minimum three levels of division, for Goodwill using the Nested Approach. Also suggest any THREE alternative positioning approaches that Goodwill can consider for its B2B target market segments.

13

Q 7 [Read the case and answer the questions given at the end.](#)

It is customary in almost every Business Organization, from large to small, to serve popular beverages like tea and coffee to its employees and visitors as a daily routine. In many organizations, it is served free, whereas in many others, on cost basis or subsidized-price basis. In a survey conducted by Coffee Board, in recent past, it is found that coffee is more regularly consumed in South Indian states and tea in most other parts is preferred as a routine beverage.

In business organizations, coffee consumption, more or less, follows the geographic pattern of consumption. However, with entry of many coffee- speciality suppliers, the coffee is gaining popularity as a beverage, and its demand is growing rapidly. There is a variety of coffee-serving facilities prevalent in companies for their employees, ranging from a typical instant coffee in a kitchen managed by a vendor to departmentalized self-service vending machines.

CoffeeBeans is a multinational coffee bars chain and has 220 outlets in major cities of India. In a bid to expand its market, CoffeeBeans is entering in business market in a big way. For its target B2B customers, it has designed a product-package consisting of a high-tech coffee-making robot, named 'CoffeeCup', bundled with bulk packs of coffee making ingredients. This machine can serve variety of customized coffee to suit different tastes of employees at very fast rate of 50 cups per minute.

Vivek Lal, the CoffeeCup product manager, with his team

zeroed on Hero Motors at Delhi NCR as its first large business customer, where he forecasts an initial sale of 200 CoffeeCup Robots and bulk ingredient-packs to serve 5000 cups per day.

Assuming any other relevant information as required, you are required to answer the following questions:

- a) How will you identify individuals in the Hero's Buying Centre, for the different roles being played by them? 5
- b) Comment on the expectations of each role in the buying centre, and the strategies to be adopted by Vivek's team to meet each of these expectations to persuade a favourable decision. 5
- c) One year later, Vivek forecasts to have plenty of prospects/customers in various stages of buying process. How can he use Buygrid Framework to manage his customer portfolio? 6
