

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM

Examination: June 2017

Subject: B 2 B Marketing

Date: 15.06.2017

Semester: IV

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Roles of B2B Intermediary
- b) Challenges of service marketing
- c) Electronic Data Interchange (EDI)
- d) Distinguish B3b marketing from B2c marketing with suitable examples.

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Why is competitive bidding an important in B2B marketing?
- b) What functions does Supply Chain include?
- c) The channel members need to be evaluated periodically on their performance to suitably reward, maintain or eliminate them. Suggest a few qualitative and quantitative factors for evaluation of the channel members.
- d) Explain about the marketing communication tools and methods for communicating with customers.
- e) Highlight advantages and disadvantages of B2B E-Commerce.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) The B2B customers are divided into three groups. Give details of these with some of their key characteristics.
- b) Often due to cash shortages or frequent technological changes, the B2B buyer opts for leasing. What is leasing and what are its other benefits to the buyer?
- c) Conflicts are bound to happen in B2B marketing as the process of purchase involves a lot of people influencing the process. What makes these conflicts happen and how can these be resolved?

- d) What are the eight steps of B2B buying process?
- e) As per Porter's Five Forces Model, 'Product Substitutes' in an industry represents a competitive threat to established firms. Give examples to support this statement. What are various factors that make the 'substitutes' a strong threat?

Q.4) Attempt both the questions

(Marks: 2X10=20)

SportsArt is an established industry leader, leveraging over 37 years of innovative design and manufacturing excellence. The company consistently seeks to advance industry standards, positioning itself as one of the most creative manufacturers of premium quality fitness equipment. SportsArt is one of the largest single brand manufacturers in the world and is sold in over 70 countries worldwide. SportsArt designs, manufactures and tests all equipment to rigorous quality standards. Its products are instrumental to rebuilding and sustaining lives. Its products span widely across in each fitness category like upper body, torso, lower body and functional training; which are used in most of the ultra-modern gyms in all major cities world over.

SportsArt has a global presence with offices in Taiwan, United Kingdom, Europe, Middle East, Africa, and China and throughout the United States. In its plans to enter in a big way in Indian sub-continent markets, SpartsArt is looking for following information from you as a B2B marketer:

- a) A B2B market segmentation plan using at least three Macro/Micro segmentation variables.
- b) A complete overview of the four elements of its B2B marketing mix for any one selected target segment.
