

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

Programme: PGDMM

Examination: December 2015

Subject: B 2 B Marketing

Semester: IV

Course : New

Marks : 70

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

Date: 17.12.2015

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What do you understand by Perceptual Mapping?
- b) How do B2B marketers decide about the total communication budget?
- c) What are the factors influencing the Product policy of a company?
- d) What is Survival Pricing in B2B marketing?

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

(Marks: 2X5=10)

- a) Three types of B2B buying situations
- b) Four types of product differentiation factors
- c) Factors favorable having direct distribution channel
- d) New product development process
- e) Tools of Public Relation

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Choosing the right set of customers is a key to success in B2B markets. What are the factors that need to be considered for choosing the market segments?
- b) Describe the steps followed in Delphi Method used for forecasting the profitability and demand in market segments.
- c) What are various barriers faced by a new entrant in competitive B2B market?
- d) What factors, in addition to the normal criteria of competency and quality, should be taken into consideration for good supplier-customer relationship?
- e) What is corporate branding advertisement and what are its benefits?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Quick Flights Ltd. provides chartered helicopter services for movement of people and materials. Explain how the firm can segment their B2B market using Macro and Micro segmentation.
- b) Quick Flights has recently signed a 5-years helicopter service contract with an off-shore oil exploration company. For executing this contract, Quick Flights needs to acquire ten helicopters. A US firm manufacturing and supplying the required helicopter is working on its proposal to be submitted to Quick-Flights. Suggest how this US firm can use Leasing method to price its helicopters to Quick Flights. What are the advantages of Leasing as a pricing method?
