

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

Programme: PGDMM

Examination: December 2016
Subject: B 2 B Marketing

Semester: IV
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 15.12.2016

Instructions:

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

Q.1) Write short notes on any 2 out of 4

(Marks: 2X5=10)

- a) Porter's Five Forces Model
- b) Benefits of strategic alliances
- c) Macro and micro segmentation variable
- d) Key factors that make business-to-business marketing different from consumer marketing:

Q.2) Attempt any 2 out of 5

(Marks: 2X5=10)

- a) What are the eight steps involved in developing an integrated marketing communication program?
- b) Under what conditions is the direct distribution necessary?
- c) What are the various stages in process of business buying?
- d) Marketers must appreciate the concept of Product Life Cycle, pinpoint the stage a product is in the PLC and then accordingly make a strategy tailor-made for products at each stage of the PLC. Justify this statement with suitable examples.
- e) Write a note on Electronic Data Interchange (EDI).

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are trade shows and what are their advantages to B2B marketer?

- b) Conflicts are bound to happen, as the organisations grow in their business interactions. For resolving conflicts 'compromise' is suggested as one of the five methods by Day, Michaels and Purdue. Explain these five methods.
- c) Organisational approach to making purchases and their buying patterns are different compared to final consumers in many ways. Comment with examples.
- d) For selecting the target segment/s, what criteria will you use for evaluating attractiveness of each B2B market segment?
- e) The organizational demand for many products in B2B markets is derived, joint and inelastic in nature. Explain with examples.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) In the process of developing product strategies, an industrial company needs to assess a number of its products, all of which might not be performing at their fullest potential. How can the company use the Product Evaluation Matrix as a tool to segregate products that are to be phased out and others to be altered, to maximize profitability and sales from the range of products that they have?
- b) Indigo Airlines is planning to buy 200 numbers of buses for their operational requirement of commuting passengers between terminal and aircraft. Ashok Leyland is one of the prominent suppliers of such vehicles. For effectively pursuing with buying decision-making at Indigo, the Ashok Leyland marketers are required to understand the buying center at Indigo. Explain the various roles of members in Indigo buying center, which Ashok Leyland is required to follow? How can Ashok Leyland satisfy each of these roles in Indigo buying center?
