



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
SIXTHTRIMESTER (Batch 2020-22)
ENDTERM EXAMINATION, April 2022

Course Name	B2B Marketing	Course Code	MKT601
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Overall Permissible Plag. Is 10%, **Penalty Clause: 11-20% - Minus 5 Marks, Above 20% - Reappear.**
- b. Please answer all questions and all sub parts.
- c. Please write in point form where ever possible

Q1. Read the following caselet carefully and answer the following questions:

Mr. Sunil Mathur, Director, Raj Doors Pvt Ltd, was not sure what kind of marketing strategies, segment and target market he should use in order to achieve the company goals on sales and profitability. The sales and profits were not growing as per expectations of Mr. Mathur.

Sunil Mathur joined the family business in 2006 after completing graduation in Electronics engineering and MBA from a reputed institution in India. The company manufactures and markets plastic doors (GTEX brand) for bedrooms, bathrooms, office rooms, balcony etc. These non-wood doors can be used for residential houses, institutions like schools, office, hospitals as well as commercial shops, malls etc. The market for plastic doors was growing at the rate of 50% annum. Raj Door was having a market share of 14% in the year 2008. Kintex and Aptak were the leading players with market share approximately 28% and 20% respectively. Balance market was dominated by smaller players as well the players in the unorganized sector. The market was overall dominated by wooden doors. The market was highly fragmented with no player commanding more than 4% of the market. Unorganized sector was the dominant player in the wooden door market.

Mr. Sunil was determined to make the company as market leader of the overall door market (both wooden and plastic) in the next ten years. The company had segmented its market into the following segments(a) government organizations like CPWD, Ministry of Defence, Railways etc.;(b) Residential house built by builders ;(c) commercial organizations and institutions ;(d) individual house owners built by individuals ;(e) fabricators. ‘We have targeted all the above market segments for plastic doors, excepting those who want wooden doors’ said Sunil Mathur. He further added that their sales personnel regularly contacted contractors who get business from government organizations, where lowest price and good after-sales-service are the key buying factors.

However when sales personnel call on builders for residential and commercial complexes for getting orders, Superior product quality and services are the most important factors that they have to keep in mind. For house owners and fabricators indirect channel of dealers are used. They mostly look for low prices and delivery service. The company developed three sub-brands under GTEX brand. These are Solidex, Fibrex and Lightex. Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low prices. Fibrex brand with high quality was suitable for builders and a few individual house owners. Lightex brand offered lower quality and low prices for replacement market and a few individual house owners.

You have been hired by the company as a marketing consultant. Please answer all the following questions. Make and state suitable assumptions wherever necessary.

- a) **Discuss** how the buying behavior is likely to be different in commercial offices from that in individual households. **(5 marks)**
- b) Analyze the nature of competition and its implication on Raj Doors. **(7 marks)**

Q2. A marketing research company found that 6 percent of its clients generated 30 percent of sales and nearly all of its profits. At the other end of the continuum, 70 percent of its clients provided annual billings (revenue) that were below break-even levels, because these customers required an extensive amount of service from the research agency's employees. A Management consultant advised the CEO of the research agency to terminate relationships with clients who were below break-even level of billing with the research agency.

Discuss the advice of the Management consultant. What would you recommend as a set of criteria that the research agency could use to screen the prospective new clients in the future as well? **(8 marks)**

Q3. Managing Business Marketing Channels is the heart of B2B success. Dell came into India with only e commerce business model for its computers; then extended to exclusive Dell Stores; on to Resellers and to Dealers as well.

Build differentiation between direct & indirect channels and explain the reasons why Dell had to make multiple channel choices? **(8 marks)**

Q4. Sony develops "collaborative relationships" with some suppliers and "transactional relationships" with other suppliers.

- a) **Propose** criteria that purchasing executives should use in segmenting suppliers into these two categories? **(7 marks)**
- b) **Construct** the steps a business marketer might take to move the relationship with Sony from a transactional relationship to a more collaborative one? **(5 marks)**