



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

Course Name	B2B Marketing	Course Code	<b>MKT601</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**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.** A Leading Management Institute of Noida (LMIN) decided to purchase and deploy elaborate CRM software to improve the Institute's connect with the corporates and with the alumni.

- a) **Construct** the likely composition of the buying center and what role would each member play in the buying decision? **(5 marks)**
- b) Propose what should the approach of a marketer of CRM Solutions be towards various members of the buying center? **(5 marks)**

**Q2.** Honda of America relies on 400 suppliers in North America to provide more than 60% of the parts and materials for the Accord.'

- a) **Propose** a strategy which is best for a business marketer to follow in becoming a new supplier to Honda? **(7 marks)**
- b) **Imagine** the criteria Honda should consider in evaluating suppliers? **(5 marks)**

**Q3.** Harley-Davidson, the U.S. motorcycle producer, has purchased some sophisticated manufacturing equipment to enhance its position in a very competitive market.

- a) **Imagine** what environmental forces might have been important in making this capital investment? **(5 marks)**
- b) **Propose** the functional units likely to have been represented in the buying center? **(5 marks)**

**Q4.** Hindustan Lever Ltd. derives more than INR 7500 crores of sales each year from the institutional market (such as hospitals, schools, restaurants). **Devise** a segmentation plan for HLL for their institutional market **(8 marks)**