

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**PGDM / PGDM (M) / PGDM (SM)****IV TRIMESTER (Batch 2021-23)****END TERM EXAMINATION, NOVEMBER 2022**

Course Name	B2B Marketing	Course Code	20133
Max. Time	2 hours	Max. Marks	40 MM

Instructions: Attempt all questions

Question 1**(3x5=15 marks)**

Dell Inc. popularly known as Dell Computers clocked a turnover of 10,160 Cr. (USD \$105 Billion) in the year 2022. After getting established in 1984, it successfully transformed from a retail sales consumer company to a B2B marketing conglomerate as it is visible today. Please elaborate your response on each of the 5 aspects below on the key changes that Dell would have made to make a shift from B2C to B2B marketing.

- Buyer Seller Relationship
- Product
- Price
- Channel
- Promotion

Question 2

DHL believes that its future growth will come from business-to-business e-commerce transactions where customers demand quick and reliable delivery service. Propose a segmentation plan that the courier firm might use to become the market leader in this rapidly expanding area in terms of:

- Macro segmentation - ensure that you list down at least 5 macrolevel variables and provide possible illustrative breakdowns for each variable **(7 marks)**
- Micro segmentation - - ensure that you list down at least 3 micro-level variables and provide possible illustrative breakdowns for each variable **(5 marks)**

(PTA.....)

Question 3

Tata Motors wants to procure engine oil for its passenger cars. Some of the suppliers are Castrol, Indian Oil, etc. Tata Motors seeks your help in evaluating these suppliers. Recommend a strategy /technique for the

- a. suppliers search (4 Marks)
- b. selection (5 Marks)
- c. Should Tata Motors go for the centralized purchase or decentralized purchase? Explain your answer with reasons. (4 Marks)
