

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (M) / PGDM (SM)**

**IV TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, NOVEMBER 2022**

Course Name	<b>B2B Marketing</b>	Course Code	<b>20133</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**Instructions: Attempt all questions**

**Question 1**

Mr. Kartik Aryan, completed his graduation in the year 1985 and started working as a shop sales executive at one of the MI Brand outlets in Ghaziabad, selling IT and mobile Products. After 2 years he got an opportunity to work for Samsung India as Channel sales representative and there he was handling the distributor in Delhi responsible for selling Samsung Mobile products to retail sales counters. He worked for 5 years to rise to the level of Regional Retail Sales Manager of Delhi & UP for the Mobile and IT Division. After 7 years, he was selected by Samsung India to lead as Key Account Manager, handling and directing activities for 2 key B2B Accounts. – Jio & Croma.

- A. Create a job plan for Karthik for his new role B2B Key Account Manager. Also, illustrate the comparison between his old job Regional Retail sales manager versus B2B Key Account manager. **(8 marks)**
- B. Which key personal & professional qualities do you think Mr. Kartik must have exhibited that he was elevated to lead as Key Account Manager, handling and directing activities for 2 key B2B Accounts. **(8 marks)**

**Question 2**

Amit Sharma, an industrial salesperson for Kirloskar Pumps, will call on an account this afternoon. It poses a challenge since this buying organization has been dealing with a prime competitor of Kirloskar Pumps for five years. Amit, who has good rapport with the purchasing and engineering departments, feels that the time may be right to penetrate this account. Recently, Amit learned that the purchasing manager was extremely unhappy with the existing supplier's poor delivery service.

- A. Outline the appropriate strategy he should follow to penetrate this account **(8 marks)**

**(PTA.....)**

### Question 3

Philips Lighting Company B2B marketing team was looking for an independent consultant who could suggest macro and micro-segmentation strategies to maximize its market share. They heard your name and approached you for a possible solution.

Design

- I. Macro-segmentation strategy
- II. Micro-segmentation strategy

(16 marks)

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