

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
VI TRIMESTER (Batch 2016-18)

Re **END TERM EXAMINATIONS, APRIL 2018**

SET – B

Course Name	Business to Business Marketing	Course Code	MKT 601
Max. Time	2 hours	Max. Marks	40

Q1. Analyze the medium-sized (several hundred employees) manufacturing firm in the process of purchasing, for the first time, an expensive, multipurpose computer system to be used by various functional departments. List the individuals and the name the one or more roles they will play in the buying situation. [10]

Q2. Why do you think TETRA PACK gives advertisements for the consumer markets whereas their customers are Industrials Customers? Explain the reason for this along with various methods that can be used to promote B2B products. [10]

Q3. Dabur has been very aggressively marketing its juices to the Bars in the 5-Star hotels and promoting their fruit juices to the bars for making cocktails & mocktails.

Dabur is facing a problem of not getting the price that they want for the juices although Dabur has offered huge discount but the hotels are not willing to pay the price that Dabur demands. On top of this the hotels are asking for 30 days credit.

Should Dabur sell fruit juices to hotels even when they make marginal profits and have to offer credit? Justify your answer.

[10]

Q5. Please read the case given below and answer the questions that follow:

Illinois Office Machines, Inc.

How Should You Handle Competition?

You are in the very competitive business of selling office machines. You and one of your salespeople have an appointment with the senior partner of a large medical Centre. This potential buyer already has studied several competitive products. Her “hot buttons” are low operating costs and low maintenance. You know that four competitors have demonstrated their product to your prospect. After you have shown her the benefits of your product, she asks you: “Tell me, what makes your machine better than brand X?” You restate some of your obvious product benefits and she comes back with

"The salesman with company X told me that they use a special kind of toner that is far superior to what you are using for your machine and that it will increase the lifetime of their machine by 20%."

You know that this is an obvious lie, so you ask: "What evidence did this salesperson give you to prove his claim?" She shows you a customer testimonial letter that talks about how satisfied they were with their machine, but it says nothing about longer lifetime. You reply carefully: "That's the first time I have ever seen a letter praising a brand X machine."

Next, she shows you another piece of paper, a chart that graphically illustrates the operating costs of five different brands. The chart says on the bottom "Marketing Research—Brand X, 2000." It shows your machine with the highest operating costs over a five-year period and it shows brand X in the leading position with 50% lower operating costs. You are stunned by this unfair competitive comparison. You try to control your temper and think about saying "They always are much better than we are on paper, but when it comes to reality, we outperform them every time."

Questions

- A. Is an ethical conflict occurring here? Why or why not? [5]
- B. Would you try to reverse your prospect's decision? Why or why not? [5]

Guidelines for answering:

- a. Please do not repeat case facts.
- b. Write your answers in bullet points and support your answers with an analytical framework
- c. Write your assumptions clearly on a separate page