



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2022-24)
END TERM EXAMINATION, OCTOBER 2023

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

Instructions: Attempt all questions

Q1.

(2x5=10 marks)

Buzzvil, the South Korean mobile advertising company, specializes in lock-screen advertising to grow revenue for its clients.

A lock screen is the security feature on smartphones and computers that locks access to your device and usually displays an image, the time, the security keypad, etc.

Although Buzzvil offers a robust suite of ad placement services, it has found continued success with lock-screen ad technology.

The company's unique approach to mobile advertising has garnered attention and accolades from partners around the world, solidifying Buzzvil's brand identity as a top-performing mobile advertiser.

Please **elaborate** your response on each of the 5 aspects below on the key changes that Buzzvil has offered to their clients to gain the market share or penetration: -

- a) Product Positioning
- b) Pricing
- c) Promotion
- d) Communication mode
- e) Target Audience

Q2. Introduced more than 140 years back, Coca-Cola is still the most sipped soda worldwide, with a staggering 1.9 billion servings daily spanning 200+ countries. The brand has always been enthusiastic about engaging customers more effectively. The robust Coca Cola Marketing Strategy has been able to invigorate the masses over the years, ranking as the world's largest manufacturer and licensor of 3,500 non-alcoholic beverages.

Adapting AIDA model plan the marketing strategy for brand Coca-Cola & Fanta on the following aspects explain with an example: -

- a) Product Strategy **(4 Marks)**
- b) Localized positioning **(4 Marks)**
- c) Promotion **(3 Marks)**

Q3.

(8 marks)

McKinsey provides consultancy services to large and medium size organizations. Should it go for Skimming pricing method, penetration pricing method or going-rate method? If you have any other method to propose, please provide the same with reasons to do the same.

Q4.

(2x6=12 marks)

Put the 6 steps of pricing strategy in sequential order and elaborate each of them with an example: -

- a) Pricing method
- b) Competitors
- c) Costs
- d) Demand
- e) Price Objective
- f) Final Price

-----XXXX-----