

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATIONS, SEPTEMBER 2024

Course Name	Business to Business Marketing (B2B)	Course Code	20133 (108)
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Attempt all questions.
- b. Please answer in bullet points.
- c. Make suitable assumptions wherever applicable.

1. You are recruited by a company to launch a new product, called Aluminum Extrusions (2D cross-section shaped like tubes, pipes, bars, vases and donuts). The products are required by household as well as business customers. The product applications are door and window frames, electrical control panels, heat sinks for electronic products, and other business applications of interior design/ architectural solutions.

Design the following for this new product:

- (i) Marketing mix
- (ii) Product strategy for the total product.
- (iii) Competitive advantage factors.

(3+4+3=10

marks)

2. Suppose you are a branch manager of Mumbai branch selling electrical engineering products like motors, alternators, starters, and so on directly by your own salespeople as well as through your company's authorized dealers to business customers. The relationships between your company and dealers are characterized by conflicts, as dealers feel that major business customers who have high sales potential are dealt by the company salespeople and that the company's salespeople offer special low prices for such customers. They also complain that the discounts (or margins) given on the list prices are not adequate, and that the territory boundaries between dealers are not clear resulting in conflicts between dealers. As the branch manager what steps would you take to
 - (i) Minimize the level of conflicts and improve channel cooperation.

- (ii) Plan the role of distributors to improve the channel performance in serving the business customers.

(5+5=10 marks)

3. Suppose you are working in a courier services company, which is ranked fourth in the domestic Indian market in terms of market share. Your company management thinks that one of the ways to improve sales and profit performance, as well as the company's market share, is to implement the concept of integrated marketing communications (IMC).

You are asked to develop a proposal indicating the:

- (i) Objectives of the IMC,
- (ii) Strategies of the IMC, and
- (iii) Challenges in implementing the IMC. (3+4+3=10 marks)

4. Steel Authority of India Limited (SAIL) is a large public sector company, manufacturing and marketing steel products to domestic market in India, and also to international markets.

Propose the following to SAIL:

- (i) Macro-segmentation variables
- (ii) Micro-segmentation variables and
- (iii) Market targeting strategies (4+4+2=10 marks)