



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.

Q1. Large numbers (200) of personal computers (PCs) are purchased by an educational institution like JIM for use of their students. The suppliers are also involved in getting deals for the after-sales services and maintenance of the PCs. The average time span to retain these PCs in the lab would be 5-7 years.

- (i) Discuss the factors or criteria that may be used for evaluation and selection of a supplier.
- (ii) Which technique of supplier evaluation would you propose and why?
(5x5=10)

Q2. Marketing manager of Indo Tele Services (ITS) company was worried because the company was unable to retain its customers. He was wondering whether he should develop a formal "customer retention plan" (CRP).

ITS company was a private sector provider of telecom and internet services in India. The company had segmented the total business market based on the extent of usage of the internet.

Firms with more than 15 hours a day internet usage were categorized as 'high potential' or 'A' class customers. Companies with 10 to 15 hours a day internet usage were classified as 'medium potential' or 'B' class customers, and organizations with less than 10 hours a day internet usage were called 'low potential' or 'C' class customers. ITS had used indirect channel, termed as "channel partners", for sales and service of its internet services to business customers. Each channel partner had sales representatives who carried out all the activities of the selling process, such as prospecting, presentation, negotiation, and closing the sales. Sales reps. felt that many customers focused more on getting lower prices rather than the quality of services. The marketing manager noticed that the company was not retaining its existing customers. He wondered whether this was due to increase in competition, changing technology, or ineffective channel partners.

- (i) Discuss about the segmentation technique used above. Do you think it is appropriate or you will suggest some other technique(s) to the manager? Justify your answer.
- (ii) Propose the Market targeting strategies for the existing segments.
- (iii) Suggest positioning strategy for the existing segments.
- (iv) What steps will you take to improve the customer retention?
(4X5=20)

Q3. Assume you want to start a recruitment services firm in India. You want to be successful in a highly competitive market. Develop a proposal indicating the:

- (i) Objectives of the IMC,
- (ii) Strategies of the IMC, and
- (iii) Challenges in implementing the IMC.

Make suitable assumptions to justify your answers.

(3+4+3=10 marks)