



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

SIXTH TRIMESTER (Batch 2017-19)

END TERM EXAMINATIONS, MARCH-2019

Course Name	<u>Business to Business Marketing</u>	Course Code	MKT 601
Max. Time	2 hours	Max. Marks	40 MM

Attempt the following questions.

1. Imagine that you are head of marketing in a leading air conditioning and refrigeration company. Your company markets central air conditioning plants and cold storage units on contract basis to business customers like hotels, restaurants, large retail units, cold storage owners, and other business organizations. Last year the management approved your proposal to increase the promotional expenditure by 18 per cent, but sales went up by only 5 percent against the targeted growth of 15 percent. You expect your company's CEO to ask you to explain the difference during the forthcoming performance review meeting. How would you respond? **8 marks**

2. What are the various pricing strategies that you could use while fixing the price of an Industrial Product? Of all the factors that influence pricing strategy, which ones do you consider the most important for Industrial Marketing? How would they impact the setting of price? **8 marks**

3. Kashkem is one of the stockist of Cavin Care India Pvt. Ltd. Discuss the category of business market customers' to which Kashkem belongs. Also discuss and elaborate other categories of business market customers. **8 marks**

4. For a new electrical equipment, called 'moulded case circuit breaker '(MCCB), required for large manufacturing plants like steel plants, two leading engineering companies – viz L&T and CGL – adopted two different distribution channel structures. L & T promoted the new product through its technical sales team and asked the business customers to place orders on their industrial distributors, who would carry the inventory of MCCBs for supplying to business customers. CGL promoted the new product by organizing technical seminars, followed by visits by their sales engineers along with manufacturer's

representatives (or agents), but inventory carrying, the shipments and billing of MCCBs were made by the company. The role of manufacturer's representative was to build relationship and follow-up for the orders and payments. Evaluate the two channel structures by using appropriate criteria and suggest which channel structure, in your opinion, would be more appropriate and why?

8 marks

5. General Electric (GE) heavily contaminated the New York Hudson River with polychlorinated biphenyls (PCBs) between 1947-77 . GE dumped the chemicals, which it had used as an insulator in electric components, into a 40-mile stretch of the river starting outside the capital Albany, some 150 miles north of New York City, for three decades prior to discontinuing their use in 1977.

This pollution caused a range of harmful effects to wildlife and people who eat fish from the river or drink the water. PCBs are human carcinogens and can also affect the immune, reproductive, nervous and endocrine systems leading to cancer.

In response to this contamination, environmental activists protested in various ways. Musician Pete Seeger founded the Hudson River Sloop Clearwater and the Clearwater Festival to draw attention to the problem. The activism led to the site being designated by the U.S. Environmental Protection Agency (EPA) as one of the superfund sites requiring extensive cleanup. In 2001 , EPA ordered the Fairfield, Connecticut-based GE to dredge into the river to remove sediment that included PCBs -- which have been shown to cause cancer. General Electric Co expects an of \$500 million to cover the costs to dredge toxic chemicals it dumped in New York's Hudson River more than three decades ago.

However over the recent years GE has taken several environmental initiatives. In 2005, GE launched its "*Ecomagination*" initiative in an attempt to position itself as a "green" company with two fold objectives - one to restore its image of initial refusal to clean up PCBs it had dumped on the Hudson River and more importantly to capitalize on the demand of more energy efficient products in the market. GE is one of the biggest players in the wind power industry, and is developing environment-friendly products such as hybrid locomotives, desalination and water reuse solutions, and photovoltaic cells. The company "plans to build the largest solar-panel-making factory in the U.S.," and has set goals for its subsidiaries to lower their greenhouse gas emissions.

a. Explain the importance of green practices for B2B organizations.

4 marks

b. What are some of the green initiatives taken by B2B companies in India?

4 marks