

K.J. Somaiya Institute of Management Studies & Research

Course: PGDM- MKTG (Batch 2018-20), Tri-IV

Sub: Business to Business Marketing

(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 18/09/2019

Note: Question No 1 is Compulsory (20 Marks), Attempt any 3 from the remaining (Each carries 10 Marks)

Q1. Case Questions – Lakshmi Projects

- A. Analyze the various issues in the case.
- B. How could Lakshmi Projects divide its sales force to meet the objective?
- C. What should the right mix of the sales, after sales and quality teams be, given their dynamic role in Lakshmi Projects.?
- D. What should be the company's strategy to reduce interdepartmental friction between the sales and after sales teams?

Q2. Explain the Business enterprise approach towards servicing and selling to the Small and Medium Enterprise customers.

Q3. How does Key Account Management benefit the customers?

Q4. What can be the possible revenue streams for a B2B exchange? How can a B2B exchange build confidence and trust of their customers (buyers and sellers using the exchange)? How should a B2B exchange protect itself from becoming a discovery platform?

Q5. What are the characteristics of B2B demand? Explain with the help of examples the Business Customers' Purchase orientations?

Q6. Write short note on **any two**.

- A. Sales Strategy for Global Accounts
- B. Guidelines for designing and managing sales territories effectively.
- C. Key drivers of long-term profitability in supply chain
- D. Difference between Industrial and Consumer Markets
- E. Total cost of ownership of inventory.
