

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM-Marketing and MMS- Marketing (Batch 2017-19), Tri-IV
Sub: Business to Business Marketing
(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 24/09/2018

Note:

- 1. Section A is compulsory.**
- 2. From Section B, attempt any TWO.**
- 3. Use suitable theoretical concepts and relevant industry examples.**
- 4. Make assumptions wherever necessary.**
- 5. Plan your time judiciously.**

Section A

QUESTION 1 (23M)

Case: Datavast Inc.: The Target Segment Decision

1. Describe the Challenges and Opportunities of both segments, SME and Large Companies with regards to Datavast's new product. Which segment/s should Datavast target and Why? (10 M)
2. What should be Datavast's sales strategy if they target the SME segment, and if they target the Large Companies segment? (10 M)
3. What will be the probable competition reaction after the launch of Datavast's new product? (3 M)

QUESTION 2 (7M)

Mr. Raghuvir Singh is the Sale Manager of Aircon central Air-condition system. He is considering the reassignment of new sales territories of the sales executives. He has received the following market information from the corporate sales department about territory potential and the report from his MIS team about the sales executives' performance.

Territory	Sales Executive	Territory Potential (units)	Territory Area in sqkm	Sales in Rs (million)
1	Anuradha Patil	1,60,000	3,07,713	5.0
2	Sajid Ansari	2,50,000	1,91,791	6.5
3	Venkatesh Mohan	2,00,000	2,89,794	3.5
4	Jay Shroff	1,30,000	87,025	2.5

Which Sales executive should be assigned in which sales territory and why?

Section B

QUESTION 3. (10 M)

Explain with the help of suitable examples the Business Customers' Purchasing Orientation

QUESTION 4 (10 M)

Write Short notes on **ANY TWO** of the following:

1. Explain the Model of Industrial Buyer Behavior.
2. Explain the concept of Target Costing with the help of an example.
3. Difference between the characteristics of B2B Markets and Consumer Markets
4. List the various types of B2B Customers with examples.

QUESTION 5 (10 M)

What competitive advantage has Alibaba achieved by launching various companies in the B2B e-commerce space?

QUESTION 6 (10 M)

What should be the Organization structure of a B2B organization who aims to facilitate its Sales force to become customer centric? What are the responsibilities and characteristics of the various departments?

END OF PAPER - ALL THE BEST