

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

Program: PGDM – Communications (Batch2017-19), Tri-V

Subject: B2B Marketing i/c Communications

(End Term Examination)

Maximum Marks: 50

Duration: 3 Hours

Date: 9th Jan 2019

Instructions

1. Use of examples, Flow Charts, diagrams etc. is recommended wherever applicable.
2. All questions are compulsory
3. **Students can carry their personal copies of the Course Pack containing the cases/ articles.**
4. *No personal notes or print outs will be allowed during exams.*
5. Sharing of the booklet is *Not Allowed* during the exam.

QUESTION 1

(10 marks)

What type of segmentation strategy Signode used initially? Why Signode felt the need of reclassifying the customers? What variables the research agency used to arrive to the new segments? What were the considerations for choice of these variables? What were the new segments they could classify?

QUESTION 2

(10 marks)

- a) Explain Customer Value Proposition in Business Markets with examples.
- b) Explain the distinguishing aspects of B2B Marketing with focus on External Linkages and Internal Linkages. Use appropriate examples.

QUESTION 3

(10 marks)

- a) What are the different levels of Buyer- Seller relationship? When a customer becomes a key account? What is the difference between a large account and a key account? Use examples wherever required.

QUESTION 4

(10 marks)

- a) What are the arguments for and against giving sales people a high level of price discretion during their negotiations with customers?
- b) What suggestions would you offer to General Insurance companies in India regarding the changing role of social media in B2B Marketing context?

QUESTION 5

(10 marks)

- a) You are a sales manager for an engineering company. Yesterday one of your key clients told you – *in confidence*- about an important government initiative (expected in next few months), which could revolutionize your industry. Today you are hoping to close a big deal with a different client in the same industry and this information could be very important in securing the deal. Would you share the information in order to secure the deal assuming that this client is not aware about this crucial information? Also, competition is not aware of any such information. What would be your stance and why?
- b) Explain the role of company website in shaping a customer's experience of a business brand. Also, explain the role of Trade Shows in B2B context.

-----**END OF PAPER**-----