

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM / MMS (MARKETING) – 2016-18 BATCH
IV TRIM – END TRIM EXAM
B2B Marketing

Date : 14/09/2017

Marks : 50

Time : 3 Hours

Note : Question No 1 (Case is compulsory and carries 20 marks) answer any 3 from the remaining (10 marks each)

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 SME customers

Q3. Discuss the Industrial Buyer Behavior Model.

Q4. What are the characteristics of B2B demand? Explain with the help of examples the Business Customers' Purchase orientation?

Q5. Write short note on any two.

- A. Explain the various models of B2B exchanges
- B. Green Supply Chain Management
- C. Target Costing
- D. Channel Selection for New Industrial Product.