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| **Semester: July 2024**  **Maximum Marks: 50 Examination: End Sem Exam Date: Duration:2.5hrs** | | |
| **Programme code:**  **Programme: MBA for Working Executive** | **Class:** FY | **Semester/Trimester:**  **Batch 1 (2024-25)** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  Centre for Executive Education | |
| **Course Code:**   |  |  |  | | --- | --- | --- | |  |  |  | | **Name of the Course:** B2B Marketing and Sales Management | |
| **Instructions: Question No. 1 is compulsory.**  **Answer any 3 Questions from remaining.**  **Cite relevant examples in your answers** | | |

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| Q1 | Anuradha Patil, Business Analyst, IMS Company, was concerned that the business  for managed services, which included mainly ‘IT (Information technology)  infrastructure outsourcing” was not increasing up to the expectations of the top  management. Whatever decisions and actions that were taken by the company in  the past two years had not yielded the desired results.  **Company background**  IMS Company started its operations in Nov 2015 at Pune, in India. The company  had two areas of operations- managed services and professional services.  Managed services mainly considered of IT infrastructure outsourcing or remote IT  infrastructure management. The company had a unique model, that was cost-  effective and user friendly.  Professional Services included providing training to get ITIL(Information  Technology Infrastructure Library) certificate and implementing ISO 20000  certification. The company was doing reasonably well in this area of business with  customers like Infosys, Sun Microsystems and WEP.  Industry Analysis  IT remote infrastructure global market size was estimated at $130 billion, growing  to about 6-8 % per annum. It was interesting to note that the Indian companies,  which started satisfying the need of remote IT infrastructure market in recent  years, was growing at 30-40% per year, due to smaller base of business in  the initial years.  The domestic market for infrastructure management service was growing at a  low rate of about 1 % per annum. The reason was due to lack of awareness of  availability of such services and lack of systematic approach towards management  of information technology by most firms.  Target Market Segments  Based on internal discussions and knowledge of the market, IMS Company  decided to target the market segments (or verticals, as often referred to in IT  industry) such as banking, insurance, retailing, financial services, educational  institutes and BPOs. The company thought that in this technology driven market,  there could be many organizations interested in outsourcing their IT infrastructure  , not only abroad but also in India.  Competitive Advantage  IMS company executive came up with two areas of completive advantage in  remote IT infrastructure managed services. These were  First- selective sourcing model, as compared to total sourcing model, the customer  was given a choice of selecting the hardware and software.  Second-Being economical, in terms of penetration pricing strategy, compared to  the other large competitors.  There were about 15-16 firms in India who were offering services in remote IT  infrastructure market. Anuradha thought that this service was in growth phase of  its life cycle, and wondered why the sales were not up to the management’s  expectations despite good economic conditions and certain advantages over its competitors.  a) How should the company segment the market to traction better sales figures?  b) What kind of organization structure should the company adopt to be able to  service this market and take advantage of the growth opportunity?  c) What kind of sales strategy should the company implement? | 20 Marks |
| Q2 | Write short Notes on- (any two)  a) Explain with the help of examples the Business Customers’ Purchase  orientation.  d) Sales Force Evaluation and Sales Force Motivation.  e) Sales strategy for SME Accounts | 10 Marks |
| Q3 | What type of strategy and sales plan will you adopt for your accounts based on the Inter-Organizational relationships, which are assessed on the following parameters.   1. the strength of your relationship with the account   and   1. the level of potential of the account. | 10 Marks |
| Q4 | What is Sales Force Automation? What are the various modules of SFA? Explain them in detail. | 10 Marks |
| Q5 | Describe in detail Sales territory management. Explain the strategy for Hunting Accounts and Farming accounts? | 10 Marks |
| Q6 | What is Customer Lifetime value? What are the drivers of value and detractors of value? Explain the conceptual framework of CRM? | 10 Marks |