

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019**

**Subject Code: 3549281****Date:03/05/2019****Subject Name: B2B Marketing****Time:10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Explain the meaning of the following terms **14**
- (a) What do you mean by OEM?
  - (b) Explain the meaning of Derived Demand with example.
  - (c) Explain Entering Goods.
  - (d) Explain Concentrated Marketing.
  - (e) What is Modified Rebuy?
  - (f) Explain the meaning of C&F Agents and Commission Agents
  - (g) Explain the meaning The Balanced Scorecard.

- Q.2** (a) What are the differences between consumer-goods marketing and business marketing? **07**
- (b) Voltas makes commercial refrigerators which are used by Hotels, Commercial Kitchens, restaurants etc. These are customized according to customer requirements and the prices start from 5 lacs onwards. The marketing manager has to decide whether Voltas should direct distribution or indirect distribution. Please recommend the method Voltas should use giving reasons for the same. **07**

**OR**

- (b) Dell Computer has enjoyed rapid growth and a dominant market position in the computer industry. First, develop a list of what you believe to be the core competencies of Dell. Next, identify which of these core competencies appear to be especially hard for competitors to duplicate. **07**
- Q.3** (a) McKinsey provides consultancy services to large and medium size organizations. Should it go for Skimming pricing method, penetration Pricing method or going-rate method? If you have any other method to Suggest, please provide the same with reasons to do the same. **07**
- (b) Explain the major stages of the organizational buying process. **07**

**OR**

- Q.3** (a) Concerning buyer-seller relationship, compare and contrast the feature of a collaborative relationship versus a transactional relationship in the business market. Describe how the operational linkage might differ by relationship type. **07**
- (b) Evaluate this statement: “the internet changes marketing communication from a one-way process to two-way process that permits the marketer and the consumer to more readily exchange information.” **07**

- Q.4** (a) What are the most important international B2B marketing ethical problems? **07**  
 (b) Describe the competitive and economic factors that are driving the globalization of some industries. **07**

**OR**

- Q.4** (a) Describe the various International Market-Entry Options. **07**  
 (b) Name the five key dimensions used to measure service quality and describe each. **07**

**Q.5**

**CASE STUDY:  
 CRYSTAL COMPONENTS**

Czech glass is a particularly attractive product in the chandelier industry. In northern Bohemia, glassworks have been in existence since the mid-fourteenth century and Czech crystal, which is colorless and ideal for engraving and cutting, has been particularly attractive to chandelier makers. In 1724, Josef Palme began making chandeliers in northern Bohemia. These chandeliers were acquired by King Louis XV, Maria Theresa, and the Russian Czarinas and some have been placed in La Scala in Milan and Versailles. Thomas Klaus, president of Crystal Components, had established his firm as a major supplier of Czech glass components to the chandelier makers in the Czech Republic.

Now, he was thinking of moving into foreign markets. Preliminary research showed large numbers of chandelier makers in the EU, the US, and China. While they were quite capable of making chandeliers to equal the quality of those made in the Czech Republic, they would need the Czech glass to make these chandeliers world class in quality. So, he is most interested in establishing relationships with chandelier manufacturers as quickly as possible. A key question in his mind is the proper pricing for these components. He has established costs for spheres and ovals in the crystal formations used in the chandeliers and also has determined the import duties into each of the target markets. These are seen in Below Table .

Cost (All labour and materials)		
Size	Spheres	Ovals:
1 cm	3:00 euro	4:00 euro
3 cm	5:00 euro	6:00 euro
5 cm	7:00 euro	8:00 euro
Import Duties:	EU: 15%	US: 10%      China: 25%

He knows that final prices of chandelier range from €500 up to many thousands and each chandelier uses anywhere from 10 to 100 spheres, ovals or a combination of both. Since Crystal Components is a small firm, he also knows that he will need distributors to import the product into each of these markets and may have to provide some type of technical expertise to the chandelier manufacturers in their own languages. A quick analysis of the marketplace shows existing suppliers providing alternative product (not from the Czech Republic). Klaus has determined that competitors in general have the following prices for a 1 centimeter sphere – US\$ 4.25, EU 4.50, China 30 yuan – and, in most cases, these firms are located within the markets he is concerned about.

- (a) Which market(s) should Klaus move into first? **07**  
 (b) How will this pricing affect the rest of Klaus’s marketing strategy? **07**

**OR**

- Q.5** (a) A small manufacturer developed a new high-speed packaging system that could be appealing to food processing firms like Pillsbury and general Mills. This new packaging system is far more efficient but must be priced 15 percent higher than competitor's products. Since purchasing manager evaluate the "total cost of ownership" of major purchase, what selling points should the business marketer emphasize on demonstrate the superiority of this new product? **07**
- (b) Leading service companies such as AT&T and FedEx measure customer satisfaction on a quarterly basis across the global market. Discuss the relationship between customer satisfaction and loyalty. **07**

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