

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:4549283****Date:01/01/2021****Subject Name:Functional Elective \_B2B Marketing (B2BM)****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7** is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

**Marks**

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|------------|---|-----------|
| <b>Q1.</b> | <b>(A) Explain following terms with examples</b>  | <b>06</b> |
|            | (a) Product Champion  |           |
|            | (b) Service Recovery  |           |
|            | (c) Differentiation value of the offering   |           |
|            | <b>(B) Explain following terms with examples</b>  | <b>06</b> |
|            | 1. Overshot customers   |           |
|            | 2. direct Marketing Channel   |           |
|            | 3. Competitive Bidding  |           |
| <b>Q.2</b> | <b>(a)</b> “The greater the salesperson’s satisfaction, the greater the customer satisfaction”, do you agree? What steps can a B2B firm take to nurture and sustain job satisfaction in the sales force?  | <b>06</b> |
|            | <b>(b)</b> The Funskool Company decided to develop a new electronic game. Can an electrical parts supplier predict the likely composition of the buying center at Funskool (i.e. members of buying center who would make decision on purchase of electrical parts)? What steps could an industrial sales person take to influence the composition of the buying center?                                       | <b>06</b> |
| <b>Q.3</b> | <b>(a)</b> Define: Project. What are the risks associated with the ‘project’, of which a business marketer should be aware before submitting the bid?   | <b>06</b> |
|            | <b>(b)</b> Vertex Ltd is an IT based company with head office in Pune since 10 years. The company provides IT based safety and security devices and soft-wares to other companies. Since last six months, there were many complaints made by one regular customer Kimitsu Ltd. regarding poor after sales services. Like all other firms, Vertex Ltd also has a recovery process in place for situations when | <b>06</b> |

products or services fail to deliver what has been promised to the customer. Illustrate how this process might work in above situation.

- Q.4** (a) Compare and contrast induced and autonomous strategic behavior. What is the role of product champion in the new product development process? **06**
- (b) An industrial marketer wants to supply cold rolled (CR) steel coils to a major two-wheeler manufacturer who has been buying from three suppliers on regular basis for the past two years. As per the purchase policy, the two-wheeler manufacturer cannot buy from more than three suppliers. What should the industrial marketer do to change one of suppliers and enter in the business with the two-wheeler manufacturer? (modified rebuy situation) **06**
- Q.5** (a) Classify goods for the business market. **06**
- (b) Describe why it might be necessary for a B2B firm to serve some customers through reps, some through distributors, others exclusively online, and still others through direct sales force. **06**
- Q.6** (a) In order to develop successful and efficient marketing channel, discuss the motivational techniques used by the manufacturer. **06**
- (b) Illustrate strategies for development process factors for NPD. **06**

**Q.7** **FEDERATED INSURANCE: TARGETING SMALL BUSINESSES**

Targeting customers, Federated Insurance offers clients and prospects a program of complete insurance protection, covering the spectrum from commercial property and casualty insurance and life and disability insurance to group health insurance. Since its founding over a century ago, the market plan for the company has centered on a clear-cut strategy: provide the highest quality, best-value service available to selected businesses.

Based on Owatonna, Minnesota, with regional offices in Atlanta and Phoenix, Federated has 2600 employees and operates in 48 states. Consistent with its

heritage and original market plan, the company specializes in business insurance for selected industries:

- Auto dealers and auto parts wholesalers
- Building contractors (for example, electrical, plumbing-heating-cooling)
- Equipment dealers (for example, agricultural, lawn and garden)
- Funeral services
- Jewelers
- Machine shops
- Petroleum Marketers and convenience stores
- Tire dealers

### *Cultivating Business Relationships*

Marketing representatives at Federated can tailor insurance protection to meet virtually all of a business owner's insurance needs: property, casualty, health, retirement, and more. They also provide quality risk-management services that respond to the specific needs of business owners. The goal here is to help customers develop procedures and practices that can reduce losses and improve worksite safety conditions.

Federated enjoys a strong reputation among SMB (small and medium sized businesses) customers, as the following testimonials demonstrate:

One of the things Federated does very well is that they have focus. It's not about selling insurance, it's about taking care of your customers, and the businesses that do best are the ones that take care of their customers.

[Tim Smith, President, Bob Smith BMW, Calabasas, California]

I've had friends who are in businesses that jump insurance companies all the time and they're price shopping. They don't realize the relationship that you have to build with an insurance company. It's such a close relationship, but yet to secure. With Federated, we don't worry – we don't have to.

[Greg Nesler, President, Rochester Plumbing and Heating, Rochester, Minnesota]

- (a) By directing attention to particular types of businesses (for example, convenience stores or auto dealers), Federated emphasizes macro-segmentation. To further sharpen strategy, suggest possible ways that particular macrosegments could be broken down further into meaningful microsegments. **5.5**
- (b) Suggest the management of Federated Insurance how to improve customer relationship in order to create win-win situation for both the parties i.e **5.5**

Federated Insurance and the customer. Would you suggest the firm to prioritize the relationships on the basis of profit generated by the customer?

**OR**

- Q.5**    **(a)**    In buying insurance, some SMB customers just want the lowest-price option for each type of insurance, whereas others want value-added services (for example, risk management guidance) and a complete, integrated insurance solution. How should Federated respond to customers who are strictly focused on price?    **5.5**
- (b)**    Is it really a good idea for Federated Insurance, to target SMBs only, or should they also look for bigger accounts? What requirements are to be studied by Federated Insurance before dealing with larger customers?    **5.5**

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