

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - IV – EXAMINATION – WINTER 2021

Subject Code:4549283

Date: 22/12/2021

Subject Name: Business to Business 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** Answer the following questions with suitable examples. **14**
- a. Derived demand
 - b. OEMs
 - c. Undershot customers
 - d. Skimming price
 - e. Custom-built products
 - f. Competitive bidding
 - g. Manufacturers' Reps
- Q.2 (A)** "B2B marketing is very different as compared to B2C marketing." Compare both in light of the above statement. **7**
- Q.2 (B)** Elaborate organizational buying behaviour process with example. **7**
- OR
- Q.2 (B)** "There are many people/departments involved in buying center in B2B buying." Explain various roles that can be performed by them. **7**
- Q.3 (A)** Explain bases of B2B market segments with example. **7**
- Q.3 (B)** "Innovations tend to be risky and require significant investments." As a head of company operating in business market, which strategic behaviour out of induced and autonomous do you favour? Justify your choice. **7**
- OR
- Q.3 (A)** Recommend marketing communication strategies to be used in business market. **7**
- Q.3 (B)** Design pricing strategy you would adopt as a dealer of industrial chemicals having applications to various sectors. **7**
- Q.4 (A)** Discuss role of balance scorecard in implementing the B2B marketing strategy. **7**
- Q.4 (B)** In B2B market, the sales force has a central role in firm's marketing strategy. Formulate strategies to manage sales force effectively. **7**
- OR
- Q.4 (A)** Elaborate the channel design process. **7**
- Q.4 (B)** Design the Customer Experience Life Cycle Map for exports of namkeen products to business buyers in UK. **7**

Q.5 Analyze the following case and solve the questions given below.

IndiaMart is India's biggest online marketplace, connecting buyers with suppliers. Being India's leader in B2B channel, IndiaMart is currently number #3rd B2B marketplace in the world. This online channel started by Dinesh Agarwal in 1996 focuses on providing a platform for buyers, who can be an individual, SMEs or a large enterprise.

IndiaMart offers a free service as well as paid membership to the users, mostly for the SMEs. Registration is free of cost for the SMEs and as a part of the registration; SMEs get registered over the portal and are listed among their peers in the industry. As a part of registration, they also get a free website on IndiaMart domain.

IndiaMart has an option to upgrade an account to get a paid membership to get high end results. The membership account gives more business options to the SMEs. The company designs and creates web catalogues for the SMEs and provides them with premium listing.

IndiaMart also works with the business model of pay per lead, which was first of its kind all across the globe when it was initially started. Through this model SMEs can buy a business lead from a buyer after evaluating its relevance for their business.

Once the user gets reasonable result from the PPL model, they can then buy the membership plan at nominal amount. Through this model, suppliers have the option to choose from the listed business leads and can then get back to them to increase their sales.

With a digital boom all across the country, IndiaMart, in their TV advertisement, had featured Bollywood actor Irfan Khan to drive the primary message of "Kaam Yahin Banta Hai". IndiaMart is also using social media effectively and is trying to connect with the young audience. IndiaMart with an ample presence over various social media platforms with very high number of followers created various campaigns.

(a). Critically evaluate the promotional strategy of IndiaMart. **7**

(b). Recommend strategies to efficiently manage service quality gap to IndiaMart. **7**

OR

(a). Critically evaluate the pricing strategy of IndiaMart. **7**

(b). Develop an additional market segment for IndiaMart and justify your suggestions. **7**
