

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-WINTER-2024

Subject Code: 4549283**Date: 16/12/2024****Subject Name: Business to Business Marketing****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.		Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (any seven)	14
	<ol style="list-style-type: none"> a) Explain Product Policy b) What is OEM, and how they are different from retailers. c) What is Commercial Enterprises? State Examples d) Define Straight Vs Modified Rebuy e) Define Competitive Bidding f) Explain four types of Industrial Product Lines. g) What is Technology Adoption?. h) State four Industrial Product Lines. 	
Q.2	(a) Explain Macro Vs Micro Segmentation with suitable examples with reference to B2B products. How these segmentations will help in positioning of B2B products in the customers' mind sets ?	07
	(b) Explain Judgmental situation in organizational buying , with suitable examples.	07
	OR	
	(b) Discuss the Government as a customer to B2B products and also explain the Government Buying process in India.	07
Q.3	(a) What is organizational buying process. Explain every stage's role with suitable example.	07
	(b) Explain NPD (New Product Development) process with example.	07
	OR	
Q.3	(a) How Projects are marketed? What are the key differences among product and projects marketing?	07
	(b) Discuss Key Ethical Issues in B2B Marketing? How to over come those issues ? – Explain with examples	07
Q.4	(a) Describe and Explain role of Channel and Distribution system in B2B marketing. How the same will be different than that of B2C marketing.	07
	(b) What is Customer Based Brand Equity Pyramid? How that helps in increasing sales ?	07
	OR	
Q.4	(a) Differentiate among roles and responsibilities of tradeshows , exhibitions and business meets in B2B marketing	07

- (b) What is building customer driven organization? Explain the concept with the example of the organizations which you believe are customer driven organizations. **07**

Q.5

Case Study

Financial Times ‘Smart Match’, the B2B semantic ad platform, used by IMD and others

Imagine the entire FT content, matched to your products or articles by a clever semantic tool, and then being able to serve your ads on relevant FT articles.

That’s a powerful tool. Here’s how it works.

FT Smart Match was used to link IMD’s thought leadership library, in real time, to business news stories on FT.com. For example, the FT.com article “Greece races to meet bail-out demands” was semantically profiled and matched to the IMD article “Is your company ready if the Euro collapses?”.

Using dynamic content creation, advertisements are created and placed on the relevant FT.com web pages. This efficiently promoted IMD’s brand to the desired audience of global senior executives.

Throughout the IMD campaign 350 articles and videos were profiled and matched 392,000 times to FT.com pages over a four month period.

This resulted in an effective CTR of 0.6%, six times higher than the standard online advertising on FT.com. The FT saw 50% more yield per CPM.

Smart Match highlights the following benefits:

Clients like IMD are able to make the most of their content.

The Financial Times is able to monetize its inventory for higher yields.

The FT is able to extend overall campaign lengths.

Readers are presented with information they may not have actively searched for.

This whole campaign improved insight into how IMD’s content is relevant to global business people. Here’s an example of the tool in use on a different campaign for a Dell advert.

- (a) Review and discuss the role of social media marketing in B2B business vs B2C business. **07**

- (b) What are the key outcomes of IMD in the given case with innovative advertisement campaign. **07**

OR

- Q.5** (a) Review and discuss about FT’s Smart Match initiative, its roles and support in B2B advertising world. **07**

- (b) What are the various platforms through which B2B products can be marketed and promoted? Discuss their merits and demerits. **07**
