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These non-wood doors can be used for residential houses, institutions like schools, office, hospitals as well as commercial shops, malls etc. The market for plastic doors was growing at the rate of 50% annum. Raj Door was having a market share of 14% in the year 2008. Kintex and Aptak were the leading players with market share approximately 28% and 20% respectively. Balance market was dominated by smaller players as well the players in the unorganized sector. The market was overall dominated by wooden doors. The market was highly fragmented with no player commanding more than 4% of the market. Unorganized sector was the dominant player in the wooden door market. Mr. Sunil was determined to make the company as market leader of the overall door market (both wooden and plastic) in the next ten years. The company had segmented its market into the following segments (a) government organizations like CPWD, Ministry of Defence, Railways etc.; (b) Residential house built by builders; (c) commercial organizations and institutions; (d) individual house owners built by individuals; (e) fabricators. 'We have targeted all the above market segments for plastic doors, excepting those who want wooden doors' said Sunil Mathur. He further added that their sales personnel regularly contacted contractors who get business from government organizations, where lowest price and good after-sales-service are the key buying factors. However when sales personnel call on builders for residential and commercial complexes for getting orders, Superior product quality and services are the most important factors that they have to keep in mind. For house owners and fabricators indirect channel of dealers are used. They mostly look for low prices and delivery service. The company developed three sub-brands under GTEX brand. These are Solidex, Fibrex and Lightex. Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low prices. Fibrex brand with high quality was suitable for builders and a few individual house owners. Lightex brand offered lower quality and low prices for replacement market and a few individual house owners.

You have been hired by the company as a marketing consultant. Please address the following questions. Make and state suitable assumptions wherever necessary.

Question-

- (a) Evaluate how the buying behavior is likely to be different in the commercial offices from individual households. **3** 5 11 5
- (b) Analyze the nature of competition and its implication on Raj Doors. **3** 5 11 5
- (c) Develop a marketing strategy with focus on Strategic orientation (Whether you would like to be leader, challenger and follower). Discuss its implications. **4** 5 11 5

Total No. of Questions: 7

Total No. of Printed Pages:4



Enrollment No.....

Faculty of Management Studies
End Sem Examination Dec 2024
MS5EM10 Business to Business Marketing
 Programme: MBA Branch/Specialisation: Management / Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1 i.	Which of the following is a key characteristic of B2B marketing?	1	1	1	1	
	(a) Direct selling to individual consumers					
	(b) Short sales cycles					
	(c) Large transaction volumes					
	(d) Minimal focus on relationship-building					
ii.	What is the significance of a "Buying Center" in B2B marketing?	1	1	3	1	
	(a) It refers to the location where products are stored before being sold.					
	(b) It is a group of individuals involved in the purchasing decision within a business.					
	(c) It represents the online platform where B2B transactions take place.					
	(d) It is a term used to describe the marketing department of a business.					
iii.	Which factor is a key consideration in the decision-making process of the organizational buying process?	1	1	6	2	
	(a) Personal preferences of individuals					
	(b) Emotional responses of decision-makers					
	(c) Organizational objectives and requirements					
	(d) Popular trends in the market					
iv.	Which term describes the stage where an organization reviews its existing contracts and relationships before making a new purchase?	1	1	3	2	
	(a) Problem recognition					
	(b) Information search					
	(c) Supplier selection					
	(d) Post-purchase evaluation					

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v.	What role does data analytics play in business marketing intelligence?	1	1	7 3
	(a) Managing human resources			
	(b) Analyzing customer behavior and trends			
	(c) Facilitating team collaboration			
	(d) Monitoring office expenses			
vi.	Which of the following is a source of external data for business marketing intelligence?	1	1	1 3
	(a) Internal sales reports			
	(b) Customer feedback surveys			
	(c) Competitor analysis			
	(d) Employee performance metrics			
vii.	Which term refers to a strategy where a company uses multiple channels to reach customers and provide a seamless buying experience?	1	1	6 4
	(a) Exclusive distribution			
	(b) Integrated marketing			
	(c) Channel conflict			
	(d) Selective distribution			
viii.	In the context of business marketing channels, what does the term "Channel Conflict" refer to?	1	1	3 4
	(a) Effective collaboration between channel partners			
	(b) Disagreements and competition among channel members			
	(c) The speed at which products move through the distribution channel			
	(d) The alignment of marketing messages across different channels			
ix.	What is the significance of the customer lifecycle in CRM?	1	1	1 5
	(a) It represents the duration of a product's shelf life.			
	(b) It describes the stages a customer goes through in their relationship with a company.			
	(c) It signifies the time it takes for a customer to make a purchase decision.			
	(d) It indicates the time frame for customer feedback collection.			
x.	What is the primary goal of Customer Relationship Management (CRM)?	1	1	1 5
	(a) Maximizing employee satisfaction			
	(b) Minimizing marketing expenses			
	(c) Improving customer relationships and loyalty			
	(d) Enhancing product development processes			

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Q.2	i. Write scopes of B2B marketing briefly.	2	2	3 1
	ii. What are the differences between consumer-goods marketing and business marketing?	6	2	3 1
OR	iii. Explain in detail the nature of demand in business market.	6	2	1 1
Q.3	i. What are different types of buying situations?	2	1	3 2
	ii. Elaborate in detail the organizational buying process with example.	6	2	3 2
OR	iii. Explain various types of B2B markets with example.	6	2	4 2
Q.4	i. Write short note on Business marketing intelligence.	3	1	4 3
	ii. What are the various methods of analysing sales forecasting? Explain using example.	5	2	3 3
OR	iii. Explain different methods of segmenting the business market.	5	2	2 3
Q.5	Attempt any two:			
	i. Explain business marketing channels in detail.	4	2	9 4
	ii. Elaborate various business pricing functions used in formation of business strategy.	4	3	9 4
	iii. Describe in detail the new product development process with the help of example.	4	2	9 4
Q.6	Attempt any two:			
	i. How do you manage your customer service profile? Explain with the help of CRM strategy.	4	2	2 5
	ii. What are the various tools used for capturing customer information.	4	2	8 5
	iii. Throw light on importance of conflict management in customer relationship management (CRM).	4	4	9 5
Q.7	Case Study-RAJ DOORS			
	Mr. Sunil Mathur, Director, Raj Doors Pvt Ltd, was not sure what kind of marketing strategies, segment and target market he should use in order to achieve the company goals on sales and profitability. The sales and profits were not growing as per expectations of Mr. Mathur. Sunil Mathur joined the family business in 2006 after completing graduation in Electronics engineering and MBA from a reputed institution in India. The company manufactures and markets plastic doors (GTEx brand) for bedrooms, bathrooms, office rooms, balcony etc.			

Scheme of Marking
MS5EM10 (T) Business to Business Marketing (T)

Q.1	i)	(C) Large transaction volumes		1
	ii)	(B) It is a group of individuals involved in the purchasing decision within a business.		1
	iii)	(C) Organizational objectives and requirements		1
	iv)	(D) Post-purchase evaluation		1
	v)	(B) Analysing customer behaviour and trends		1
	vi)	(C) Competitor analysis		1
	vii)	(B) Integrated marketing		1
	viii)	(B) Disagreements and competition among channel members		1
	ix)	(B) It describes the stages a customer goes through in their relationship with a company.		1
	x)	(C) Improving customer relationships and loyalty		1
Q.2	i.	2 scopes of B2B marketing	2*1=2	2
	ii.	Six differences between consumer-goods marketing and business marketing?	6*1=6	6
OR	iii.	Definition and 4 nature of demand in business market.	2+4	6
Q.3	i.	Four types of buying situations	4*0.5=2	2
	ii.	The organizational buying process with example	4 marks 2 marks	6
OR	iii.	4 types of B2B markets with example.	4+2 marks	6
Q.4	i.	Business marketing intelligence as per content	3 marks	3
	ii.	4 methods of analysing sales forecasting Explain using example.	4+1 marks	5
OR	iii.	5 methods of segmenting the business market	5*1=5	5
Q.5	i.	business marketing channels as per content	4*1=4	4
	ii.	4 business pricing functions used in formation of business strategy.	4*1=4	4
OR	iii.	The new product development process Flow diagram example	3+0.5+0.5 marks	4
Q.6				

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|------|--|-------|---|
| i. | How do you manage your customer service profile? Explain with the help of CRM strategy. (as per content) | 2+2=4 | 4 |
| ii. | Tools used for capturing customer information. | 4*1=4 | 4 |
| iii. | 4 importance of conflict management in customer relationship management(CRM) | 4*1=4 | 4 |
