

Part of what you'll notice is that IBM leverages modern themes throughout this entire campaign and that they aren't pushing their product. Within this series, they focused on brands that are leaders and seen as market movers. The other great thing about this client-focused campaign is that leadership within these companies wanted to be involved in the campaign. These videos helped tell IBM's story digitally and the clients saw this as an association with something very iconic to be proud of.

In addition to celebrating what IBM had accomplished with current clients, they also wanted to start focusing on cultivating Generation Z. They created an academic initiative that included 180,000 students around the world, in 1,400 schools in 70 countries. They created a contest called "Master the Mainframe" which was a three round gaming contest designed to introduce mainframe gaming to the new generation.

The five finalists of the contest were brought on stage were highlighted as part of the 50<sup>th</sup> anniversary celebration. IBM was able to bring the next generation of skills into the fold to celebrate the anniversary of one of their first products.

Question:

- (a) Which promotion technique is used by IBM to make a profitable sale?

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Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2019

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.

- Q.1 i. The purchase of goods or services for use by an organization in producing other goods and services, to support the daily operations of the organization, or for resale is called: 1
- (a) Wholesale marketing. (b) Business-to-business marketing.  
(c) Corporate marketing. (d) Distribution marketing.
- ii. B2B marketing is fundamentally different from consumer goods or services marketing because: 1
- (a) Distribution channels for business products are significantly longer.  
(b) Customer relationships for business products tend to be short-term and transactions-based.  
(c) Organizational buyers do not consume the products or services themselves.  
(d) Customer service plays a smaller role in the distribution of business products.
- iii. Business markets usually includes fewer but: 1
- (a) Large scale production firms  
(b) Small scale retailers  
(c) Small scale production firms  
(d) Small scale wholesalers
- iv. When one company re-labels a product, and incorporates it within a different product, in order to sell it under its own brand name and offering its own warranty, support and licensing, what is this referred to as? 1
- (a) Government.  
(b) Original equipment manufacturers (OEMs).  
(c) Retailers.  
(d) Distributors.

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- v. Segmentation on basis of values and attitudes and behavioural patterns is an example of **1**  
 (a) Geographic location (b) Cultural factors  
 (c) Economic factors (d) Political and legal factors
- vi. A desire backed by ability to pay and willingness to pay for a commodity is called. **1**  
 (a) Supply (b) Purchasing power  
 (c) Perfect desire (d) Demand
- vii. Promotional mix strategy in which advertisement and promotions are made to final customers to induce them to buy products is classified as **1**  
 (a) Pull strategy (b) Moral selling strategy  
 (c) Rational selling strategy (d) Push strategy
- viii. Pricing decisions may include which of the following? **1**  
 (a) Bundling  
 (b) Pricing strategy  
 (c) Target group and concepts of value  
 (d) All of these
- ix. Using the RACE (Reach, Act, Convert, Engage) marketing value framework, what does Reach aim to do? **1**  
 (a) Achieve conversions to marketing goals such as fans, leads, or sales on web presences and offline  
 (b) Build awareness on other sites and in offline media and drive to web presences  
 (c) Build customer relationships over time to achieve retention rates  
 (d) Engage audience with brand on its website or other online presence
- x. When assessing marketing communications effectiveness, the cost of getting the visitor to the website plus the cost of achieving the outcomes during their visit is known as: **1**  
 (a) Referral costs (b) Cost per acquisition  
 (c) Bounce rate (d) Allowable cost per acquisition
- Q.2 i. Define B2B marketing with its Scope. **3**  
 ii. Explain the nature of demand in Business markets. **5**  
 OR iii. Differentiate between B2B and Consumer marketing. **5**
- Q.3 Attempt any two:  
 i. What are the types of buying situations? **4**  
 ii. Describe vendor selection and development process in organizational buying. **4**

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- iii. “Business marketing environment plays an important role in organizational buying process”. Explain. **4**
- Q.4 i. Define business marketing intelligence with example. **3**  
 ii. Discuss the methods of measuring market potential and sales forecasting. **5**
- OR iii. How a marketer can segment the organisational market? Explain. **5**
- Q.5 Attempt any two:  
 i. Explain the Business marketing channel. **4**  
 ii. Elaborate new product development of business marketing strategy. **4**  
 iii. Describe the promotion mix of B2B products. **4**
- Q.6 Attempt any two:  
 i. What is Customer Relationship Management? How an organisation manages its customer sales and service profile. **4**  
 ii. What are the tools used by a company to capture customer information? **4**  
 iii. How the relationships through conflict is managed by a marketer, which can be proved beneficial for his organisation? **4**
- Q.7 Analyse the case. **10**  
 IBM had a new technology coming out in January of 2015 and the 50<sup>th</sup> anniversary of the launch of the mainframe 50 in April of 2014. Many people wanted to run away from the term “mainframe” because it was associated with a legacy concept (which in the IT world is a dirty word). The company used this milestone as an opportunity to project and flip the perception. Instead, they focused on hitting some of the milestones and focus on what the product enabled, including helping put a man on the moon and ticketing systems for airline companies. The team at IBM developed a client led communication program called “The Engines of Progress”. They went into some of their biggest clients and enabled them to tell their own stories about how they have changed their industries and the world. The Engines of Progress clients included Walmart, Visa and First National Bank. Each in their own right have had an impact, and here are their stories in their words:

P.T.O.

**Marking Scheme**  
**MS5EM10 Business to Business Marketing**

Q.1	i.	The purchase of goods or services for use by an organization in producing other goods and services, to support the daily operations of the organization, or for resale is called: (b) Business-to-business marketing.	1
	ii.	B2B marketing is fundamentally different from consumer goods or services marketing because: (c) Organizational buyers do not consume the products or services themselves.	1
	iii.	Business markets usually includes fewer but: (a) Large scale production firms	1
	iv.	When one company re-labels a product, and incorporates it within a different product, in order to sell it under its own brand name and offering its own warranty, support and licensing, what is this referred to as? (b) Original equipment manufacturers (OEMs).	1
	v.	Segmentation on basis of values and attitudes and behavioural patterns is an example of (b) Cultural factors	1
	vi.	A desire backed by ability to pay and willingness to pay for a commodity is called. (d) Demand	1
	vii.	Promotional mix strategy in which advertisement and promotions are made to final customers to induce them to buy products is classified as (a) Pull strategy	1
	viii.	Pricing decisions may include which of the following? (d) All of these	1
	ix.	Using the RACE (Reach, Act, Convert, Engage) marketing value framework, what does Reach aim to do? (b) Build awareness on other sites and in offline media and drive to web presences	1
	x.	When assessing marketing communications effectiveness, the cost of getting the visitor to the website plus the cost of achieving the outcomes during their visit is known as: (b) Cost per acquisition	1
Q.2	i.	Definition B2B marketing Its Scope two points 1 mark for each (1 mark * 2)	3
	ii.	Nature of demand in Business markets. 1 mark for each points (1 mark * 5)	5
OR	iii.	Differentiate between B2B and Consumer marketing.	5

		Any 5 points 1 mark for each	(1 mark * 5)	
Q.3		Attempt any two:		
	i.	Meaning of buying situations Three types 1 mark for each (1 mark * 3)	1 mark 3 marks	4
	ii.	Vendor selection and development process in organizational buying. Five points		4
	iii.	Role in organizational buying process Any four points with proper explanation 1 mark for each		4
			(1 mark * 4)	
Q.4	i.	Business marketing intelligence Meaning Example.	2 marks 1 mark	3
	ii.	Methods of measuring market potential Three methods 1 mark for each (1 mark * 3) Sales forecasting. Two methods 1 mark for each (1 mark * 2)	3 marks 2 marks	5
	OR	iii.		
		Bases of segment for organisational market 1 mark for each point	(1 mark * 5)	5
Q.5		Attempt any two:		
	i.	Business marketing channel. 1 mark for each point	(1 mark * 4)	4
	ii.	New product development of business marketing strategy. Six points		4
	iii.	Promotion mix of B2B products. Any four points 1 mark for each	(1 mark * 4)	4
Q.6		Attempt any two:		
	i.	Customer Relationship Management meaning Customer sales and service profile Any three points 1 mark for each (1 mark * 3)	1 mark 3 marks	4
	ii.	Tools used by a company to capture customer information 1 mark for each tool	(1 mark * 4)	4
	iii.	conflict and relationships management 1 mark for each point	(1 mark * 4)	4
Q.7		Analyse the case.		10
		Question: Which promotion technique is used by IBM to make a profitable sale?		

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