

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022**

**Subject Code: 4549283****Date: 22-07-2022****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** Please define / answer the following terms / questions in brief. **14**
- (a) Derived Demand
  - (b) Zero Level Channel
  - (c) Perceptual Map
  - (d) Bowling Alley Strategy
  - (e) Undershot Customers
  - (f) Disruptive Innovation
  - (g) Role of Personal Selling
- Q.2** (a) Discuss the steps B2B Sales people go through when selling products in B2B markets. **07**
- (b) Discuss the three buying situations in B2B marketing and the marketing strategies used in each situation. **07**
- OR**
- (b) MIL wants to procure engine oil for its passenger cars. Some of the suppliers are Castrol, Indian Oil, etc. MIL seeks your help in evaluating these suppliers. Recommend a system/technique for MIL to evaluate its business suppliers. **07**
- Q.3** (a) Pricing is a critical component of B2B marketing strategy. Discuss any five market-based Pricing Strategies used in B2B markets. **07**
- (b) VIL makes commercial refrigerators which are used by hotels, commercial kitchens, restaurants etc. These are customized as per customer needs and the prices start from 5 lakhs onwards. The marketing manager of VIL has to decide whether they should go for direct or indirect distribution. Please recommend the method VIL should use giving reasons for the same. **07**
- OR**
- Q.3** (a) What are the factors that affect the success of new industrial products in the marketplace? Support your answer with relevant examples. **07**
- (b) SVC is a leading brand in the B2B category in the air freshening business in the hotel industry in Mumbai. As the Marketing Manager of SVC, suggest a suitable CRM strategy with the objective of stimulating the association with the customers. **07**
- Q.4** (a) What are the unique characteristics of B2B product promotion? Discuss with the help of suitable examples. **07**

- (b) EIL, a B2B Company, in the business of marketing & selling LCD projectors to Corporate clients, now wants to sell their projectors to educational institutes. Suggest a suitable marketing strategy for EIL with justifications for each suggestion. 07

**OR**

- Q.4 (a) What are the three levels of Strategy? Explain the RACMI model of Strategic Decision-Making Roles. 07
- (b) McKinsey provides consultancy services to large and medium size organizations. Should it go for Skimming pricing method, penetration pricing method or going-rate method? If you have any other method to suggest, please provide the same with reasons to do the same. 07

Q.5

**CASE STUDY:**

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. The company manufactured and marketed plastic doors (GTEX brand) for bedrooms, bathrooms, office rooms, balcony etc. 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 2017. Kintex and Aptak were the leading players with market share approximately 28% and 20% respectively. The balance market was dominated by smaller players as well as players in the unorganized sector.

The market was overall dominated by wooden doors, and that market was highly fragmented with no player commanding more than 4% of the market. The unorganized sector was the dominant player in the wooden door market. Sunil was determined to make the company the market leader of the overall door market (both wooden and plastic) in the next ten years.

The company had segmented its market into (a) government organizations; (b) Residential houses built by builders; (c) commercial organizations and institutions; (d) individual houses built by individuals; (e) fabricators.

‘We have targeted all the above market segments for plastic doors, excepting those who specifically wanted wooden doors’ said Sunil. He further added that their sales personnel regularly contacted contractors who got business from government organizations, where the lowest price and good after-sales-service were key buying factors. However when sales personnel called on builders for residential and commercial complexes for getting orders, superior product quality and services were the most important factors that they had to keep in mind. For house owners and fabricators indirect channel of dealers were used, and they mostly looked for low prices and delivery service.

The company had three sub-brands under GTEX brand. These were SOLIDEX (for government firms, institutions, individual houses with medium quality and medium-to-low prices), FIBREX (high quality, suitable for builders and a few individual house owners) and LIGHTEX (lower quality and low prices for replacement market and a few individual house owners).

**Q.5 (a)** Evaluate how the buying behavior is likely to be different in the Commercial offices from the Individual households. **07**

**(b)** Develop a suitable promotional strategy for Mr. Sunil Mathur that will help him cater to the different segments. **07**

**OR**

**Q.5 (a)** Develop a marketing strategy with focus on Strategic orientation (whether you would like to be leader, challenger and follower)? Discuss its implications. **07**

**(b)** Analyze the nature of competition and its implication on Raj Doors. **07**

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