

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – WINTER-2022

Subject Code: 4549283**Date: 13/12/2022****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	Answer the following questions with suitable examples.	14
	a. Business Marketing	
	b. Competitive Bidding	
	c. Managing Technology	
	d. Institutional Customer	
	e. Custom-built products	
	f. Commercial Enterprises	
	g. Management of Innovation	
Q.2 (A)	Compare a B2B marketing with B2C marketing in detail.	07
Q.2 (B)	Elaborate organizational buying behaviour process with example.	07
	OR	
Q.2 (B)	Define various roles of people in B2B buying center.	07
Q.3 (A)	How you can identify Business Markets?	07
Q.3 (B)	Explain Organizational Buying and how it is affected to B2B marketing?	07
	OR	
Q.3 (A)	How marketing communication strategies to be used in business market?	07
Q.3 (B)	Define Government as customer in organizational market in India.	07
Q.4 (A)	Which parts are required for Business Model in B2B marketing?	07
Q.4 (B)	A Company want to make a new product in its plants but production manager wants to get new idea to make it so how can you help him?	07
	OR	
Q.4 (A)	Elaborate Digital Marketing and define the channel design process.	07
Q.4 (B)	Design the Customer Experience Life Cycle Map for exports of FMCG products to business buyers in INDIA.	07

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

Innovative new product development has increased high attraction by firms. New product development is an integral part of R&D research. Therefore, new product development process should be systematically performed to increase the impact of the new product on financial data of firms. In this study, Quality Function Deployment (QFD) methodology is utilized for electric vehicle technology. The technology developed is a type of electric towing vehicle. A customer-driven new product development process is utilized thanks to the QFD methodology. At the beginning of the research, a QFD team is formed in the company. A survey study is performed to gather customer requirements. 87 customer requirements are identified based on the survey study. These requirements are classified into five clusters, namely performance, ergonomics, security, maintenance & after sales service, and functionality. Technical requirements to satisfy the customer requirements are determined by the engineers in the company. Relationships between the technical requirements and the customer requirements are found in this study. Subsequently, relationships between the technical requirements are examined to construct the roof of the house of quality for the QFD. Then, the relative importance of the technical requirements are calculated to reflect the customer requirements. Finally, a new product is designed through use of the QFD methodology. The new product developed is 100% electric vehicle and multi-functional product.

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| (a) | How QFD methodology impact on new product? | 07 |
| (b) | What you think about new product in the case? | 07 |
| OR | | |
| (a) | A new product is multi-functional today what you think about it? | 07 |
| (b) | Technical requirement in product innovation is satisfy customer, how? | 07 |
