

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549283**Date: 23/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical	14
	<ul style="list-style-type: none"> a) Differentiate among OEM, Wholesaler and Retailers. b) Explain Judgmental situation in organizational buying c) Define Modified Rebuy d) Define Collaborative Advantage e) Explain four types of Industrial Product Lines. f) Activity based costing. g) Macro Vs Micro Segmentation. 	
Q.2	(a) How B2B Markets are different then B2C market? What are the relative advantages and challenges in B2B markets over B2C Market ?	07
	(b) M/s Arihant Electrical India Pvt Ltd, believes that it has a huge market for their switch gear products in India. However, they need to be focused after categorization of market. Their CEO Mr Mehul Shah wants to understand various categories of B2B markets in India. Please help them.	07
	OR	
	(b) Explain various Market Demand Characteristics with suitable example in each. Also briefly explain Market Driven Organization with suitable example.	07
Q.3	(a) M/s Jubilee Textile Mills Pvt Ltd , needs to buy a ring frame machine for their plant , Mr Shroff the purchase head is unclear , how to procure the same ? Help them with your knowledge of organizational buying process.	07
	(b) Diagrammatically explain customer relationship spectrum with suitable example of your choice.	07
	OR	
Q.3	(a) Explain model of Interfirm relationship marketing with suitable examples.	07

(b) Diagrammatically differentiate among, Corporate Level Strategies, Business Level Strategies and Functional Strategies with respect to B2B marketing. **07**

Q.4 (a) Draw and Explain Customer Based Brand Equity Pyramid with suitable example of your choice. **07**

(b) Explain in detail about value-based approach of pricing with suitable example. **07**

OR

Q.4 (a) What B2B advertisements on any of the media “can not do?” or “can do?” Justify your answers with suitable examples. **07**

(b) How B2B channel designing will be different from FMCG products ? Write the differences and commonalities with suitable examples **07**

GTUQuestionPapers.com

Sander Biehn, {grow} Community Member

It's true. I helped my company get \$47 million in new business through a blog-centered social sales strategy. Here is our story.

Late in 2011, my company, AT&T, put together a new sales team to re-build business relationships with a Fortune 100 company in Atlanta. We decided to take an entirely new approach that heavily favored building relationships through social media. We HAD to try something new. Our relationship with this client had suffered in the past five years, creating strain between our executive offices. All sales had dried up. With training from Mark Schaefer and support from our internal team, we began implementing a content strategy aimed at strategic "persons of interest" from our former customer.

This created unique new opportunities to discuss and connect away from the heat of the emotion between our companies. Slowly, we saw a thaw and a major shift in the relationship started. This led to productive conversations about the business solutions that were being discussed in the targeted content. Inside of 18 months \$47 million in brand new business was awarded to AT&T, directly attributable to our social media outreach.

The Social Sales Strategy

To make this work, we knew from the onset we would have to place exceptional content related to potential solutions in front of them. But what would that content be? To do this the sales team first looked at available AT&T solutions that were best suited to the customer's vertical market. There were a total of 10 solutions targeted. We needed to teach our customers about these unique opportunities in a helpful way.

We decided that the primary source of this new content would be AT&T's B2B blog, called [Networking Exchange](#).

Tactics

Content — One initial hurdle was finding exceptional content to put our technology in the right light. The content that existed was targeted at technologists, not business people, and often had too much of an AT&T sales slant. Our new effort needed to be focused more on the customer's business and discuss their problems in their vernacular.

To better align with this target group, we wrote entirely new posts customized to the customer and their roles. The content was not only approachable and business-focused, it was also personal to help us build relationships and encourage engagement with the authors. No ghost writing. We did the work.

Moving the Content — As Mark Schaefer preaches, content is only powerful if it moves. We needed to build a relevant network. We kept on rolling the content on Twitter, LinkedIn and Instagram marketing. Content was moved every weekend to get more powerful connect with the target audience.

Our first move was Twitter, probably the fastest way to build a network. I first had to connect with Twitter users in our customer base. We used many of the tools covered in [The Tao of Twitter](#) to help us find relevant Twitter users and we employed many of these tactics.

I looked to connect not only with customers who had job functions in areas where I believed there was budget for our solutions, but we also targeted industry specialists. Routine engagement with this targeted group included re-tweets and replies to tweets that they sent. Additionally, when there was positive press about the customer, I made sure to tweet that and mention key contacts congratulating them on their work to get on their radar screen.

I also tweeted relevant articles and blogs from the Network Exchange and elsewhere. Finally, I tried to engage these customers with the customized content from the blogs I wrote by not only tweeting it but also asking specific questions related to the content and mentioning the customers and people of interest from Twitter. I received engagement from the customers, who began to ask questions or agree or challenge points we made in the blogs.

I approached LinkedIn in a similar fashion by using well-established methods to find people in our customer base who performed the functions most likely to hold budget for the solutions we were targeting. I then examined the LinkedIn Groups that these people belonged to and correlated the groups between customers to find the groups most likely to have the largest base of potential customers attached. Sometimes these were industry groups or groups associated with the job functions or the even a group dedicated to employees of the customer.

The employee LinkedIn group for our customer had more than 5,000 members. After joining the groups, I began to interact there. I joined discussion groups and posed questions and tried to bring in helpful solutions whenever possible. Also, I posted relevant articles and ideas from the industry and even from our competitors. Of course, I was sure to post positive news about our customer and mention group members by name if they were involved with the news items.

Occasionally I dropped in our targeted blog content, which also elicited engagement when we asked questions and solicited opinions and ideas.

Results

The ultimate proof of the power of social media marketing was that when these precious bids came to us, we were no longer outsiders. We had the inside track to win these bids because the RFPs appeared to have been written based on the proprietary information, they were gleaned directly from the blog posts I had been putting into the information eco-system.

In less than 18 months from the moment we started our social media strategy, we were awarded \$47 million in new business, all of it directed to the 10 target solutions we had strategized from the beginning.

- (a) Critically analyze the inputs of *Sander Biehn* , on the relationship between B2B Marketing and Social Media. **07**
- (b) Analyze the pros and cons of the media strategy and tactics used in in the above case to have desired results. **07**

OR

- Q.5**
- (a) Why author has chosen to go to twitter and LinkedIn and selected the same as the media or strategy ? Give your comments on what all else would have been beneficial? **07**
 - (b) Discuss in brief the challenge , route , strategy and results presented in the case. **07**
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