

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

Subject Code:4549283**Date: 01-12-2023****Subject Name: Business to Business Marketing****Time:02:30 PM TO 05:30 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.1 (a)** Elaborate following terminologies: **14**
1. Modified Rebuy
 2. Derived Demand
 3. Lead Users
 4. Overshot customers
 5. OEM
 6. Channel designing
 7. Concentrated Marketing
- Q.2 (a)** What is B2B and B2C buying? Explain major differences between B2B and B2C with necessary examples. **07**
- (b)** Explain various characteristics of business markets with necessary examples. **07**
- OR**
- (b)** Voltas makes commercial refrigerators which are used by Hotels, Commercial Kitchens, restaurants etc. These are customized according to customer requirements and the prices start from 5 lacs onwards. The marketing manager has to decide whether Voltas should direct distribution or indirect distribution. Please recommend the method Voltas should use giving reasons for the same. **07**
- Q.3 (a)** What is technology adoption? Explain the strategies to be adopted during the different phases of the Technology Adoption Lifecycle. **07**
- (b)** Define business model? Explain various components of business model. **07**
- OR**
- Q.3 (a)** Explain various marketing communications tools available to business markets with necessary examples. **07**
- (b)** Explain competitive bidding process for industrial automation hardware & software. **07**
- Q.4 (a)** Explain various determinants for measurement of new product performance. **07**
- (b)** Explain organizational buying process with necessary examples. **07**

OR

- Q.4 (a) 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
- (b) Product strategy in business markets is different than consumer markets: Do you agree with the statements. Justify your answer with necessary examples. 07

Q.5 Mr. X, Director, ABC 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. X. He 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. 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. ABC PVT LTD having a market share of 14% in the year 2008.

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. X 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 Defense, 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 Mr. X. 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.

- (a) Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households 07
- (b) Analyze the nature of competition and its implication on ABC PVT LTD. 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) Does the new product development in multiple segment will help the company to generate revenue in the market? 07
