

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER- IV EXAMINATION – WINTER 2019****Subject Code: 3549281****Date: 29-11-2019****Subject Name: B2B Marketing****Time: 2.30 PM to 5.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|---|--------------|
| <b>Q.1</b> | <b>Explain following terms with examples.</b>   | <b>Marks</b> |
|            | (a) Lead users  | <b>14</b>    |
|            | (b) Customer Adaptiveness   |              |
|            | (c) Product Champion  |              |
|            | (d) Brand Performance   |              |
|            | (e) Service Recovery  |              |
|            | (f) Undershot customers   |              |
|            | (g) Overshot customers  |              |
| <b>Q.2</b> | <b>(a) What is Relationship Marketing? Explain the drivers of relationship marketing effectiveness in detail.</b>   | <b>07</b>    |
|            | <b>(b) Ramsa Corporation is in the business of manufacturing engineering plastics (pellets) for automobile bumpers in Punjab. In order to enter Gujarat, how should the company go ahead with channel designing?</b>  | <b>07</b>    |
|            | <b>OR</b>   |              |
|            | <b>(b) Ventura Solutions, an IT based company in Gujarat, develops 'collaborative relationships' with some suppliers and 'transactional relationships' with other suppliers. Describe how a business marketer can move the relationship with Ventura from a transactional relationship to a more collaborative one.</b> | <b>07</b>    |
| <b>Q.3</b> | <b>(a) How B2B and B2C buying are different?</b>  | <b>07</b>    |
|            | <b>(b) In B2B markets, some companies follow a single-stage segmentation approach using macro-dimensions; others use both macro-dimensions and micro-dimensions. As a business marketing manager, what factors would you consider in making choice between the two methods?</b>   | <b>07</b>    |
|            | <b>OR</b>   |              |
| <b>Q.3</b> | <b>(a) List down the types of technology customers. Explain the strategies to be adopted during the different phases of the Technology Adoption Lifecycle.</b>  | <b>07</b>    |

- (b) Suggest skimming and penetration approach for pricing of distinctly new industrial product. **07**
- Q.4** (a) Compare and contrast induced and autonomous strategic behavior. What is the role of product champion in the new product development process? **07**
- (b) What do you understand by “Project”? What are the risks associated with the ‘projects’, of which a business marketer should be aware before submitting the bid? **07**

**OR**

- Q.4** (a) Firms have a recovery process for incidences of service failure. Illustrate how such process might work. **07**
- (b) Classify goods for the business market. **07**

**Q.5**

**Johnson Controls, Inc.**

Johnson Controls, Inc., provides control and automotive systems worldwide. The Controls Division offers mechanical and electrical systems that control energy use, air-conditioning, lighting, security, and fire safety for buildings. The company also provides on-site management and technical services for customers in a range of settings, including manufacturing installation, commercial buildings, government building, hospitals, and major sports complexes.

While serving a full range of market sectors from manufacturers to educational institutes, Johnson Controls has developed a suite of products and services for large retail chains, including department stores, discount stores, grocers, and “big box” supercenters. Most major shopping malls in North America are customers. Johnson Controls’ products include a variety of control panels that manage HVAC (heating, ventilation, air conditioner ) equipment, transportation, airflow, lighting levels, energy consumption, and air quality – and even determine how many customers enter and exit a store. Behind the control systems is a Remote Operations Center for 24-hour monitoring: Many problems can be diagnosed and corrected online.

Johnson Controls has recently developed a product and service solution that targets the convenience store industry. The convenience store controller smartly manages a store’s lighting, refrigeration, and HVAC, alerting store personnel to malfunctions. Building on its deep experience in working with large grocery chains, Johnson Controls can demonstrate to a convenience store chain how the system reduces energy cost, prevents food spoilage, improves occupant comfort, and lowers the cost of maintenance.

- (a) Outline the advertising strategy Johnson Controls might follow to promote the convenience store controller. What benefits would you emphasize in the body of an ad? **07**
- (b) Once the above strategy mentioned is implemented, how can Johnson Controls can measure the effectiveness of its advertisements? **07**

**OR**

- Q.5** (a) Develop a list of keywords you would use in promoting the product through Google's Internet search advertising program. **07**
- (b) Although the bulk of promotional budget of the business marketing firm is allocated to personal selling, advertising can play an important role in business marketing strategy. Explain with respect to the given case. **07**

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