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**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - Mar 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem VI - D1UA604T - B2B Marketing**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is a buying centre? Identify the major roles assumed by the members of a buying centre. K4 (4)
- 2) FedEx believes that its future growth will come from business-to-business e-commerce transactions where customers demand quick and reliable delivery service. Justify through a segmentation plan that the firm might use to become the market leader in this rapidly expanding area. K5 (5)
- 3) “Trying to be all things to all customers almost guarantees a weak strategic position for a firm.” Agree or disagree? Defend your answer. K5 (5)
- 4) How does involving customers in the development of new offerings contribute to product innovation and market acceptance? K3 (6)
- 5) Assess the role of environmental scanning in anticipating market shifts and emerging trends, providing examples of how organizations have successfully capitalized on market opportunities. K4 (8)
- 6) Assess the challenges associated with introducing new business services to the market, including customer acceptance, service quality assurance, and competitive differentiation. K5 (10)
- 7) ChemiGenius chemicals is a manufacturer of specialty chemicals used in various industrial applications, including automotive, electronics, and construction. The company has a diverse product portfolio and substantial presence in domestic markets. At present it offers something to almost all types of businesses. However, with increasing competition and evolving customer needs, ChemiGenius Chemicals aims to optimize its B2B market targeting strategy to sustain growth and strengthen its footprint. The company doesn't have any positioning strategy till date. The company needs to evaluate and select the market segments that it wants to pursue strongly. K6 (12)
  - (a) Discuss the criteria to be focused upon to evaluate the segments with the greatest alignment with ChemiGenius Chemicals' product capabilities and strategic objectives (6).
  - (b) Also, discuss the bases of positioning to create a strong, unique and favourable image among the business firms (6).