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School of Business

Bachelor of Business Administration
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

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) Imagine you are a communication manager for a bank seeking to enhance relationships with corporate customers. Outline a strategic approach for applying the communication mix to engage corporate clients effectively and deliver tailored financial solutions, integrating messaging across channels and aligning with client needs and preferences. K3 (6)
- 2) GORNNAGAL Construction, a prominent player in the construction industry, has been using our project management software for the past two years. However, in recent months, they have encountered several challenges, including delays in project timelines and difficulties in team collaboration due to software glitches. GORNNAGAL Construction has expressed dissatisfaction and is contemplating switching to a competitor's solution. As the service manager, you need to analyze the root causes of these issues, devise a plan to rectify them, and present a strategy to GORNNAGAL Construction to retain their business and restore their confidence in our services. Additionally, you need to outline measures to prevent similar problems from arising with other business clients K3 (9)
- A. Outline the steps you would take as the service manager to analyze the root causes of the software glitches experienced by GORNNAGAL Construction. How would you prioritize these causes to address them effectively? (3 Marks).
- B. Outline your plan for rectifying the issues faced by GORNNAGAL Construction and restoring their confidence in our project management software. How would you ensure timely implementation and communication of these solutions? (3 Marks).
- C. Outline the measures you would put in place to prevent similar problems from arising with other business clients using our project management software. How would you proactively monitor and address potential issues to maintain customer satisfaction and loyalty? (3 Marks).

- 3) Distinguish between commodity value and differentiation value, highlighting the significance of each in setting a price. (2+2) K4 (4)
- 4) Evaluate the impact of advertising on brand awareness, customer recall, and purchase intention, and analyze how different advertising media is used for B2B products. (5+3) K4 (8)
- 5) A. Imagine you want to launch an Edu-Tech services firm in India's competitive market. What challenges do you anticipate, and how would you strategize marketing efforts to gain a competitive edge? (4 marks) K4 (8)
 B. Imagine you're entering India's Edu-tech Market in International Market. How would you address the challenge of establishing brand awareness and credibility amidst established competitors? Develop marketing strategies focusing on differentiation and brand building. (4 marks)
- 6) Explain at least two styles recommended for negotiating with customers and why? What should a salesperson do if the customer uses some other style of negotiation? (5+5) K5 (10)
- 7) Evaluate the role of vendor management in achieving cost savings, operational efficiency, and strategic alignment with organizational goals, providing examples to illustrate your points. K5 (10)
- 8) Case Study: Cisco TelePresence: The "As if you were there" -- Technology Research demonstrates that visual clues—such as raising an eyebrow or slumping the shoulders—comprise more than 50 percent of the information conveyed in a conversation. Unfortunately, until now, video technologies failed to provide the necessary fidelity to transmit these revealing clues effectively. However, Cisco Systems has created a two-way video communications system that preserves all those important nuances, in the process pioneering a new form of digital communications that rivals the effectiveness of in-person meetings. Twenty-five patents are pending for the Cisco TelePresence "as if you were there" technology. One industry analyst observed that video conferencing is like riding a 10-speed bike while TelePresence is like driving a Ferrari. Benefits- By reducing the need for in-person face-to-face meetings, organizations can reap significant benefits from reduced travel costs, greater productivity, and better relationships with customers and partners. For global companies, executive travel is disruptive, costly, and time-consuming. Why travel to meet in person if you can communicate just as effectively through TelePresence?
 The Price Tag- The Cisco TelePresence 3000 costs approximately \$300,000 for each installation, or room, plus additional support costs. By contrast, the Cisco TelePresence 1000 is priced at \$80,000 per room. As the price of key TelePresence technologies, such as plasma screens and broadband connections, will almost certainly continue to decline rapidly, Cisco believes that the system will enjoy a wider array of applications, making it affordable for more organizations and even for individuals from home.
 Discussion Questions:
 1. Using the technology life cycle as a framework, propose particular marketing strategies that Cisco might employ to "cross the chasm." (7 marks)
 2. Identify particular market segments that Cisco might target for the TelePresence product. (8 marks)

- 9) ElectroDrive, an electric delivery van manufacturer, faces a crucial challenge in securing a large fleet order from GreenLeaf Grocers, a rapidly expanding sustainability-focused grocery chain. To navigate GreenLeaf's complex buying center, ElectroDrive must tailor their approach to each key decision-maker. They'll need to convince the CEO and Sustainability Officer of the environmental benefits, highlight driver comfort and efficiency for the delivery team, demonstrate cost savings and infrastructure solutions to the Fleet Manager, and provide a compelling total cost of ownership analysis with competitive pricing to secure the CFO's approval. Finally, proactively addressing potential hurdles by collaborating with the Purchasing Manager to understand existing vendor concerns will be essential. By effectively targeting each member of the buying center with their specific needs in mind, ElectroDrive can significantly increase their chances of winning this lucrative fleet order and solidifying their position within the sustainable transportation industry.

Discuss how ElectroDrive can effectively communicate the environmental benefits of their electric delivery vans to the CEO and Sustainability Officer of GreenLeaf Grocers, aligning with the grocery chain's sustainability-focused ethos and objectives. (6 Marks)

How can ElectroDrive demonstrate the cost savings and infrastructure solutions of their electric delivery vans to the Fleet Manager at GreenLeaf Grocers, addressing concerns about operational efficiency and fleet management? (6 Marks)

10) Case Study: Air-Flow Pvt. Ltd.: Launching a New Product “We want you to plan and implement all the required marketing activities so that we will be ready to launch the new and unique Air-Flow table fan in the market by first week of March 2002. We need to target this fan initially for business customers, and later, as our volume of production goes up, we will consider targeting household consumers”, said CEO of Star Group of Companies to Rohit Sharma, who had recently joined the company from a leading business management institute, as the marketing head of Air-Flow Pvt. Ltd. Rohit Sharma had to establish marketing function of Air-Flow Pvt. Ltd. from scratch, since Star group had recently diversified into consumer durable products from its existing businesses of textile machineries and industrial electronics. Suresh Shah, the CEO of Star group, had taken over the family business from his father, Arvind Shah. Suresh had visited a trade fair in Germany in 2000, where he saw the Air-Flow fan for the first time. He thought it was a unique design. He liked the fan, which was a prototype made by a firm that had no manufacturing experience. Suresh purchased the design and the prototype with the intention of manufacturing and marketing the fan in India. Suresh Shah, thereafter, asked one of his engineering college friends, Anil Deshpande, to take over the manufacturing of the fan at Baroda factory. The marketing office was located at the corporate headquarter at Mumbai. Rohit had eight months to plan and implement marketing strategies and action plan for the new Air-Flow fan. In the first week of March 2002, Rohit was disappointed to know from Suresh Shah that the production of the new fan would be delayed by over two months and hence the launching was postponed to mid-May 2002, which was almost the end of the summer and peak season for the fan market. When finally the new fans were received at Mumbai warehouse of the company in the last week of May, the shipment to the business customers started. However, the complaints on oscillation mechanism started coming in from many customers. Rohit stopped the dispatches, checked the fans in the warehouse, and found to his dismay that there was a serious defect in the oscillation mechanism. He immediately contacted Suresh Shah, the CEO, and requested him to arrange a meeting along with the production head, Anil Deshpande. In the meeting with production head and CEO, Rohit said that he would not like to sell the new product until the defects were rectified. Suresh Shah did not agree with Rohit and asked Rohit to continue selling the new fan. Rohit pleaded that his conscience did not permit him to sell a defective product to customers. Suresh thundered, “I order you to sell, Rohit”. Rohit was shocked and after a pause got up from his seat and told Suresh, “I don’t want to work in your company. I am resigning right now!”, and walked out of the meeting room.

Questions:

1. What were the major factors responsible for the failure of Air-Flow fan? (4)
2. Which stages or steps of the new product development process were not followed properly by the company? (6)
3. How would you improve the existing new product development strategy? (8)