



| | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Roll No. | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET A

MIDTERM EXAMINATION

Even Semester: 2018-19

Date: 21 February 2019

Course Code: MKT 403

Time: 2 Hours

Course Name: Business Marketing

Max Marks: 40

Programme & Sem: MBA & IV Sem

Weightage: 20%

Instructions:

- (i) **Read all questions for first ten minutes and plan your answers**
- (ii) **Answer all questions with examples and simulating your Project work.**
- (iii) **Clearly mark or write the Question Numbers for each answers.**

Part A

Answer **all** the Questions. **Each** question carries **two** marks. (5Qx2M=10)

1. What is B2B Marketing with an example?
2. What is Buyer-Seller Dyad function with reference to a customer?
3. What is Market research and why it is important to Industrial Marketing
4. Illustrate with example why industrial demand is called derived demand.
5. "Industrial marketing is more complex than consumer marketing Give Reasons

Part B

Answer **any Four** Questions. **Each** question carries **five** marks. (4Qx5M=20)

6. Smucker's sells products to both business and consumer markets. Compare and contrast the marketing strategies that Smucker's will use when selling their products to each type of market.
7. Define the concept of industrial marketing with the consideration of different industries of a nation.
8. How industrial buying behavior is different from consumer buying behaviour?
What are the major factors that influence business buyers?
9. Industrial Product is defined not only as a physical entity but also as a complex set of economic, technical, legal and personal relationship between the buyer and the seller"—Elucidate.
10. What are the ways B2B organization can enter Global market place? Give examples.

Part C

Answer Case Study Question. All sub questions carries equal marks. (1Qx10M=10)

11. Karnataka Milk Federation (KMF) Bengaluru buys Milk from Cooperative Union across Karnataka and Process and resells the packaged Milk and Milk Products under the brand "NANDINI" to B2B and B2C Segments

Answer the following Questions precisely and to the point.

- a. Identify KMF Products which you can sell to which B2B Industry.
- b. Identify and differentiate the strategy you would adopt to sell Nandini Branded Products for Industrial Customers and Individual Consumers.
- c. As a Strategic Marketing Manager, how would you Segment, Target, Brand and Position Market for KMF for optimal performance..



| | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Roll No. | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

MIDTERM EXAMINATION

Even Semester: 2018-19

Course Code: MKT 403

Course Name: Business Marketing

Programme & Sem: MBA & IV Sem

Date: 21 February 2019

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

- (i) *Please read the questions, understand the questions and answer to the point.*
- (ii) *Clearly write the question numbers for each answer.*

Part A

Answer **all** questions. Each question carries **two** marks.

(5Qx2M=10)

1. List the three categories of business markets.
2. Name the three buying situations.
3. What are the three types of customer relationships?
4. List the four criteria to assess market segments.
5. Name the three levels of business strategy.

Part B

Answer any **four** questions. Each question carries **five** marks.

(4Qx5M=20)

6. List and briefly discuss the buying center roles.
7. The art of segmentation involves identifying groups of customers or business groups that are large enough, unique enough, financially independent enough and reachable enough to justify a separate marketing strategy. Discuss.
8. Industrial products fall into one of the four categories – Proprietary, Custom-built, Custom-designed and Industrial Services. How would you go about deciding which kind of products to choose if you were the marketing Head of a large, national company asked by the MD to advise top Management?

9. A CRM program cannot help unless a company employs the proper strategy to secure and retain profitable customers. The five areas requiring attention are Acquiring the right customer, Crafting the right value proposition, Instituting the best processes, Motivating employees & Learning to retain customers. How would you explain this to the top Management of a medium sized industrial marketing company?
10. There are six alternative ways that firms can participate in international markets. Discuss the importance of the firm's level of experience overseas and its evolutionary stage in its international involvement in the formulation of its international marketing strategy.

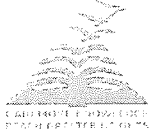
Part C

Answer the question below. The question carries **ten** marks.

(1Qx10M=10)

11. The integrated strategies that firms could follow in global marketing are Market access strategy, Resource access strategy, Local adaptation strategy and Network coordination strategy (according to the BCG Global Advantage Diamond). Discuss the situations in which each of these strategies would be most advantageous with examples.

-----X-----



Roll No. _____

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Even Semester: 2018-19

Date: 15 March 2019

Course Code: MKT 403

Time: 3 Hours

Course Name: Business Marketing

Max Marks: 80

Programme & Sem: MBA & IV Sem

Weightage: 40%

Instructions:

- (i) **Read all questions for first ten minutes and plan your answers**
- (ii) **Answer all questions with examples and simulating your Project work.**
- (iii) **Clearly mark you question numbers and answer to the point.**

Part A

1. Answer all the Questions. **Each** question carries **two** marks. (10Qx2M= 20)
- a. Explain importance of B2B Exchanges with an example.
 - b. The four groups of forces that have an impact on organizational buying behavior are organizational, _____, _____ and _____.
 - c. Like supplies, business services are considered expense items. Name the two Types of Business support services?
 - d. The decision to purchase a fork-lift truck may be a new task buying situation in one organization and a modified or straight rebuy in another. Define Buying Decision with examples.
 - e. Growth, _____ and _____ are three stages of a business that are isolated and linked to appropriate financial objectives.
 - f. Additional insights into international strategy can be gained by examining two dimensions of competition in the global market: _____ and _____.
 - g. Central to SCM are the coordination and collaboration activities performed with channel partners, which may include _____, _____, third party _____, and _____.
 - h. List different Types of forecasting in B2B Marketing ?
 - i. An outcome-based sales force control system involves less direct field supervision of salesperson activities and uses _____ measures to evaluate _____ and a compensation System with a large incentive component.
 - j. Industrial products and services can be broadly classified as _____, _____ and _____.

Part B

- Answer **all** the Questions. Each question carries **five** marks. (6Qx5M=30)
2. How E-CRM tools like Marketing Analytics are facilitating, E-Commerce companies reduce time to market and delivery of B2B and B2C products?
 3. Describe the major factors that limit the choice of industrial channels for business marketers?
 4. Using a product example and market setting of your choice, explain regression or Time series analysis of Business Marketing Forecasting. What are the limitations of the approach?

5. Why is training so important to Business Marketing selling organizations? What are some of the keys to effective salesperson training programs?
6. Identify appropriate channel of distribution for an industrial product from - Automobile, Food Processing, FMCG, Electrical & Power, Oil and Gas and Agriculture?
7. Along with consumer-goods names like Nike or Coca Cola, the world's most valuable brands include high-tech representatives such as Intel, Hewlett-Packard, IBM, and Microsoft. Describe the attributes of a strong high-tech brand. Do the investments in building a high-tech brand pay off? Explain.

Part C

Answer **both** the Questions. Each question carries **fifteen** marks.

(2Qx15M=30)

8. Using any selling firm, product, and Industry market of your choice, illustrate how a Porters 5 Factor strategy map that utilizes the, SWOT and balanced scorecard measures can be used to build an effective and efficient marketing strategy plan.(Explain your Industrial Analytics Report)
9. CASE STUDY: Read the Case let and answer questions below

Motorola plans to introduce an advanced personal communicator-"AVIATOR "to the business market. They feel that the system is ideally suited for managers. While a broad marketing strategy has been sketched out, it is now time to put together the specific details of the marketing plan from start-to-finish. The planned introduction is six months away.

- a. Provide a comprehensive list of the key decisions the firm should make in the areas of pricing, channels, advertising, sales force training, segmentation, and related areas.
- b. Describe the specific types of information that might be gathered to facilitate each decision.
- c. Finally, once the product is introduced, what performance areas should be monitored to determine if strategy adjustments are required for the new product?