



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 29 - 12- 2025

Time: 09:30am - 12:30pm

School: SOM-PG	Program: MBA	
Course Code : MBA3136	Course Name: B2B Marketing	
Semester: III	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	30	40	30		

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.

10Q x 3M=30M

1.	Recall B2B marketing and list two features that differentiate it from B2C marketing.	3 Marks	L1	C01
2.	List any three types of industrial customers.	3 Marks	L1	C01
3.	State three determinants of organizational buying behavior.	3 Marks	L1	C01
4.	Identify any three components of a B2B product mix.	3 Marks	L1	C02
5.	Recall the meaning of channel logistics and give two examples.	3 Marks	L1	C02
6.	List three factors influencing B2B pricing strategy.	3 Marks	L1	C02
7.	State the meaning of personal selling.	3 Marks	L1	C03
8.	List three objectives of salesforce training.	3 Marks	L1	C03
9.	Recall any two quantitative measures of salesforce performance.	3 Marks	L1	C03
10.	State any two benefits of relationship selling.	3 Marks	L1	C03

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Procurement Manager at TechCore Solutions is in the process of planning for his firm to subscribe to Salesforce CRM for enterprise clients. He has approached you for advise on this purchase plan. Suggest how he needs to apply the organizational buying process to evaluate vendors and finalize purchase criteria.	10 Marks	L3	CO1
Or					
12.	a.	A Market Analyst is asked to evaluate why a promotional campaign succeeded in B2C but failed in B2B. Using key differences in customer needs, purchase cycles, decision influencers, explain how the campaign should be redesigned for effective adoption in B2B markets.	10 Marks	L3	CO1
13.	a.	An Operations Manager is designing a B2B e-commerce platform for his company which is a capital equipment supplier to MSME's. Apply the B2B e-commerce concepts and sketch a process in order to enhance supplier coordination ensuring efficiency, transparency, and buyer-seller relationships.	10 Marks	L3	CO2
Or					
14.	a.	International trade shows are increasingly used by organizations to generate qualified B2B leads. Apply trade show and exhibition management concepts to design a participation strategy covering pre-event and post event promotion to maximize conversions and ROI.	10 Marks	L3	CO2
15.	a.	Pricing Analyst of a spare part manufacturing company has been assigned the task to submit a ₹100 crore government bid. Apply the concept of competitive bidding and the total-cost approach to recommend a final price.	10 Marks	L3	CO2
Or					
16.	a.	A Key Account Manager notices declining engagement from a major enterprise. Although there are regular orders it is not resulting in much revenue generation. Apply the key account management concepts for redesigning relationship strategy in order to strengthen the partnership and prevent the company from potential business loss.	10 Marks	L3	CO2

17.	a.	A Sales Manager finds that some team members are missing targets despite strong market potential. Using performance assessment concepts in B2B salesforce management, explain how the manager needs to evaluate competencies, set KPIs for implementing corrective actions to improve overall sales productivity.	10 Marks	L3	CO 3
Or					
18.	a.	A Sales Director must restructure the sales team to improve enterprise account conversions. Applying four seller roles, explain the process of assigning roles and align each seller type to complex B2B buying situations to enhance sales effectiveness.	10 Marks	L3	CO 3

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	<p>Case Study: Salesforce India's Enterprise Growth Dilemma</p> <p>Salesforce Inc., the global CRM leader, dominates the software-as-a-service (SaaS) market with more than 150,000 enterprise clients worldwide. Its cloud-based products empower organizations to manage customer relationships, automate sales pipelines, and analyze data in real time. In India, Salesforce has grown rapidly in banking, telecom, and retail sectors. However, the last two years have seen slowing enterprise adoption as competition from Microsoft Dynamics 365, Oracle Fusion, and Zoho Enterprise intensifies.</p> <p>Large Indian enterprises are demanding vertical-specific CRM solutions that integrate with legacy ERP systems and local compliance standards. Salesforce's global one-size-fits-all model often requires heavy customization, raising costs and deployment time. Procurement heads increasingly question ROI, comparing cheaper regional alternatives.</p> <p>Internally, Salesforce India operates through two major channels: a direct enterprise sales team and a network of certified implementation partners. Coordination between these two groups is patchy. While marketing runs high-visibility campaigns on "AI + CRM = Customer 360°," field teams struggle to translate that message into tangible business outcomes. Several big accounts have stalled mid-way due to mismatched</p>	15 Marks	L3, L4	CO1
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	<p>expectations between marketing promises and delivery capabilities.</p> <p>In response, the Asia-Pacific leadership launched the “One Salesforce India Program.” The initiative aims to create sector-based client squads combining marketing, sales, solution architects, and partner managers. Each squad is responsible for identifying industry pain points and demonstrating measurable value through analytics dashboards. Early pilots in BFSI and manufacturing have improved renewal rates by 12 %, but cost per acquisition remains high.</p> <p>Moreover, Salesforce wants to reposition itself from a CRM vendor to a “digital-transformation ally.” Achieving that vision demands thought-leadership marketing, stronger storytelling, and seamless collaboration between its partner ecosystem and internal teams.</p> <p>The new Country Head must now decide how to reinforce Salesforce’s differentiation, enhance partner alignment, and communicate measurable impact to enterprise CXOs.</p> <p>Questions:</p> <p>a) Analyse how Salesforce’s current B2B marketing mix limits its ability to compete with localized rivals.</p> <p>b) Examine how account-based and relationship marketing can improve enterprise retention and partner synergy.</p> <p>c) As Country Head, propose two strategic actions to reposition Salesforce India as a transformation partner delivering quantifiable ROI.</p>			
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20.	<p>a.</p> <p>Case Study: GE Power India’s Salesforce Integration Challenge</p> <p>General Electric (GE) is a century-old multinational known for engineering excellence in aviation, healthcare, and energy. GE Power India designs and supplies turbines, generators, and digital control systems for utilities and large industrial clients. Its projects involve long sales cycles—often 12 to 24 months—and multiple decision layers, including technical committees and government procurement boards.</p> <p>While GE Power enjoys a reputation for quality and reliability, the company faces increasing competition from Siemens Energy</p>	15 Marks	L3, L4	CO 3
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	<p>and Mitsubishi Power, which have streamlined their bidding and relationship-management processes. GE's internal audit in 2024 exposed fragmented customer data, inconsistent follow-up after bids, and limited cross-selling between service and equipment divisions. Each business unit uses different CRM systems, resulting in poor visibility of customer interactions.</p> <p>To address these issues, GE India rolled out the "Unified Customer One Platform (UCOP)" initiative—a single CRM integrating sales, service, and marketing data. The new system promises predictive lead scoring, shared dashboards, and automation of routine tasks. However, adoption has been slow. Senior sales engineers resist change, arguing that data entry consumes valuable client-meeting time. Regional heads also worry that centralized dashboards could expose performance comparisons.</p> <p>Meanwhile, marketing struggles to generate actionable insights from the massive CRM data. Campaigns remain generic, focusing on product superiority rather than customer outcomes. As a result, customer satisfaction and repeat business have stagnated.</p> <p>The Managing Director for South Asia believes GE Power India must transition from a "product-centric" mindset to a "relationship-value" orientation. This means retraining the salesforce in consultative selling, incentivizing collaboration, and embedding data analytics into daily decision-making. The challenge lies in balancing legacy culture with new digital imperatives.</p> <p>Questions:</p> <p>a) Analyse three key salesforce management challenges GE faces in implementing the UCOP program.</p> <p>b) Examine how relationship selling combined with CRM analytics can help GE enhance long-term customer value.</p> <p>c) As Managing Director, execute a two-phase plan integrating training, incentives, and technology adoption to build a data-driven sales culture.</p>		
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