

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2017-19) (Mktg.)**  
**PGDM Trimester V Examination December 2018**

<b>Subject</b>	<b>Industrial buying behaviour and B2B Marketing</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>26-12-2018</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

You are the SALES MANAGER of the institutional business division of ABC LTD. which is a leading Air-Conditioning company in India. You have learnt that TCS (TATA CONSULTANCY SERVICES) is setting up a software development centre in Thane. This software development centre will have 500 software programmers, spread across an office area of 20,000 square feet of office space, across eight floors of Hirandandani Complex, Thane,

You have to sell your Centralised Air-conditioning system to TCS. Please explain in detail the buying process which TCS will follow and how will you try to get business from TCS for your company ABC LTD.

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- Explain the two bid system of tenders
- Explain the buying procedure of CSD (Canteen Stores Department)
- You are the MANAGER FOR INSTITUTIONAL SALES for a company selling laptop computers. Please explain how you will obtain prospects.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- Explain the Government E-Market place
- Explain the concept of EARNEST MONEY DEPOSIT in tenders
- Explain the concept of supplier's credit in B2B sales

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- In B2B selling, explain the concept of proper and order closing
- In B2b selling, explain the concept of performance guarantee
- Provide examples of B2B sales

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- Explain differences between channel sales and B2B selling
- For purchase of raw materials by large manufacturing companies, please explain the procedure which the purchasing companies follow
- The Government of a state in India has released a tender for purchase of medicines for the state government hospitals. The tender has to be submitted online. Please explain the process of online registration and online submission of tender

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- In B2B sales, explain the concept of Sales Funnel
- For purchase of heavy machinery by large manufacturing companies, please explain the procedure which the purchasing companies follow
- INFOSYS, a leading software company is setting up a software development centre in Pune, which is likely to have one thousand software programmers. You are institutional sales manager for a catering company. How will you try for the business of daily lunch and snacks catering at the INFOSYUS office in Pune.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Please explain the concept of CUSTOMER CARD in B2B selling
- b) A Public sector company wants to purchase office furniture for its employees. What procedure should it follow
- c) A school has two thousand students, eighty teachers and forty classrooms. What process is the Administration Manager likely to follow while purchasing stationery items for the school?