

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)
Third Semester Examination October/November 2014

MMS-III Subject Marketing	B2B Marketing and CRM (BMCRM 03)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	11.11.2014

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

Q1) 20 Marks (Compulsory)

The senior manager –Commercial India Textiles Ltd., felt doubtful on bringing down the delivery time from 60 days to 45 days, demanded by some international buyers of garments. The company's manufacturing unit at Bangalore produced garments like shirts, trousers, skirts and blouses for domestic as well as international customers, Wal-Mart, J.C.Penny, and Gap.

The production process included various operations like dyeing of Yarn, Weaving, and processing. The production was organized on three shift basis. The company had outsourced some of the operations like processing because it did not have facility to do the processing, although it had adequate space.

The senior manager asked the market research manager to get the information about the competitors' delivery time for the garments. The market research manager informed him that only four out of about 100 garment manufacturing units were in a position to fulfill the important objectives of 45 days delivery time and consistent product quality.

The senior manager applied a lot of pressure on the existing processing firms to bring down the delivery time. However, he did not receive any positive commitments from them. The senior manager felt that it was very important to satisfy the delivery and quality objectives of the garment buying firms, in order to achieve the company's sales and profitability goals.

*Analyze and evaluate the case.

*If you were the senior manager, what would you do?

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Write a note on buying center.
- b) Describe different buying situations.
- c) Explain different phases involved in industrial buying process.

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

- a) What are major differences between supply chain management orientation and buying orientation?
- b) Describe micro environmental forces influencing industrial markets.
- c) Describe macro environmental forces influencing B2B markets.

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

- a) Briefly explain how industrial markets are different from consumer markets.
- b) Explain with an example why industrial demand is called derived demand.
- c) It is said that as compared to consumer marketing, business marketing is more of a general management responsibility. Do you agree with the statement? Explain your answer.

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

- a) How innovation is useful for manufacturing firms?
- b) Write a note on channels of distribution in industrial markets.
- c) Write a note on importance of personal selling in industrial markets.

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

- a) Write a note on customer service in industrial marketing.
- b) Write importance of customer relationship management in industrial markets.
- c) Do you agree with the statement, "Secondary data is an important source of information in industrial marketing". Mention some of the sources of secondary data.

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

- a) Discuss the major brand building tools in business marketing.
- b) Explain the key account management concept.
- c) Explain briefly stages involved in the new product development.