

Roll No.

^{MMS-III (Mktg.)}
BBCRM 03

Total No. of Printed Pages: 03

Total No. of Questions : Q7

Maximum Marks : 60

Duration (hrs.) : 3 HOURS

24.10.2013

Section , if any : B2B Marketing & CRM

Note: While formulating answer , Students are advised to use Charts , Tables , Figures, Business models and data. Only Text answer will carry less marks. (Example: Route cause analysis , BCG matrix , Five forces strategy , Tabulation , Comparison , Maslow's triangle etc)

Question No one is compulsory. Solve any four questions from question no two to seven.

Q 1 Considering ' Yourself ' as a ' Marketing Manager ' , Prepare a detailed Sales Proposal as per the procedure in B2B marketing referring to any one of the following products.(Elaborate as Covering Letter , Company profile ,Product Profile , Cost per unit , Taxes per unit , Total cost of proposal plus Taxes , Payment schedule , Closure , After sales) .

(Any one)

1 Supply of 20 Specialised Fork Lifts to Mukund Iron Limited.

2 Two passenger aircrafts to Govt of Mizoram .

3 Twenty Tata trucks to Surat Municipal Corporation.

4 Twenty bookings per month as a Jet Air Ways Marketing Manager to Pfizer.(Floating) . Annual contract with customer.

Q 2 Explain in detail Country Profile of any of the following . Elaborating Location , Climate , Ethnic Make up , Government and Polity , Culture , Meeting , Gifting , Communication etiquettes. Business structure , Trade bodies , Transportation.

1 Canada , 2 United Kingdom , 3 Shrilanka , 4 Argentina

Q3 Explain as Short note .(any six)

A Cess Tax

E Kerry ; Brief Profile

B Value added Product; Android F Price in INR and Euro , exchange rate.

C Insurance Product Marketing G Trade Relationship in between two countries

D Any Company Profile

H Raghuram Rajan

Q 4 Explain in detail a sales call. Based on this call Prepare a ' Minutes of meeting ' to report internally to your Management. In this report elaborate on Profile of company ,

you have talked to , Profile of authority you spoke to , Value and volume of the business .

Q 5 Explain Short Notes (any three) on following.

A Gaant Chart

B An Invoice

C Carbon Trade

D A Bidding Document

E B2B Market research

Q6 Explain in detail any Business News from ' Economic Times ' and explain it's Business implications on Indian Business , and elaborate as a B2B Strategy Manager

Q 7 Case study.....

Elaborate use of following information with respect to B2B Marketing.

..... Try to explain company achievements with respect to B2B Marketing , Inovative products , Market segment , Volume , Value , Technical expertise

Cipla's journey began in 1935 when our founder, Dr. K. A. Hamied, set up an enterprise with the vision to make India self-sufficient in healthcare. Over the past 77 years, we have emerged as one of the world's most respected pharmaceutical names, not just in India but worldwide.

- In 1935, our founder, Dr. K. A. Hamied set up Cipla to make India self-reliant in healthcare.
- In 1939, Mahatma Gandhi visited Cipla and inspired our founder to make essential medicines for the country, and strive for self-sufficiency. During World War II, when India was dependent on imported medicines and there was an alarming shortage of life-saving drugs, we manufactured them for the country.
- In the 1960s, we pioneered API manufacturing in the country and helped lay the foundation for the bulk drug industry in India.
- In 1970, we spearheaded the New Patent Law by which an Indian pharmaceutical company was allowed to manufacture a patented product as long as the process to manufacture it was changed. This enabled Indian companies for the first time

to manufacture any medicines and make them available and affordable for all Indians.

- In 1978, we pioneered inhalation therapy in India with the manufacture of Metered-Dose Inhaler (MDI), at a time when the country stopped receiving imported supplies. Today, we have the world's largest range of inhaled medication and devices.
- In 1994, we launched Deferiprone, the world's first oral iron chelator which revolutionized the treatment for thalassemia. For the first time patients with thalassemia had an option that was affordable, painless and convenient.
- In 1996, we gave the world the first transparent dry powder inhaler which was so simple and easy to use, it changed the face of inhalation therapy in India.
- In 2001, we pioneered the access to HIV treatment by making antiretrovirals (ARVs) available at less than a 'Dollar a Day'. The cost of treatment dramatically fell from \$12,000 per patient per year to \$300 per patient per year. This caused a revolution where HIV treatment became a reality for the world and millions of lives could be saved.
- During the 2005 Bird Flu epidemic, we produced an anti-flu drug within a period of 2-3 months, which would have normally taken at least 3 years to develop.
- In 2012, we made a breakthrough in reducing the prices of cancer drugs, thus making world-class medicines affordable and accessible to cancer patients.
- We are committed to addressing the unmet medical needs of the world by venturing into newer challenges in platform technologies, biotechnology and stem cells.

We will continue to support, improve and save millions of lives with our high-quality drugs and innovative devices. And with the dedication of 20,000 employees, we are ready to face the future challenges of healthcare.