

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Trimester Examination January 2016

Subject	Industrial buying and B2B Marketing		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	1.5 Hours
Total No. of printed pages	1	Date	16.01.2016

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

Q1) 10 Marks (Compulsory)

You are selling industrial construction chemicals. The contractor of the project tells you that if the architectural agency, in charge of designing that project, approves your chemical, he will use it. You approach the architectural agency. A young and insecure architect is acting as an information gate keeper. She promises to revert and look into your proposal but is not moving forward. You know that the project is about to start and you do not have much time. The order cannot be won unless important information of your proposal reaches the higher decision making architect. Unfortunately the young architect is not passing your information and she cannot be bypassed without making her angry. How can you, as a creative sales person overcome this situation?

Attempt any TWO from the remaining FOUR Questions

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

- a) Describe the differences in the 4Ps of industrial and consumer marketing
- b) List and briefly describe the macro variable bases used in segmentation
- c) Use an example of your choice to illustrate eight steps in a 'new buy' purchase decision making situation

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

- a) List the steps in personal selling in B2B markets. Apply them to an example of your choice/ illustrate the steps using a product or service in B2B marketing.
- b) Write 5-6 sentences about closed and open bidding systems
- c) The buying committee is made up of a chief engineer who wants technical innovation regardless of price, a purchasing agent committed to driving down the component cost and a manufacturing manager who insist on status quo so that manufacturing costs can be stabilized. How can a seller develop a strategy to handle these conflicting objectives?

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

- a) What are the different types of buying situations? Give one example of each situation
- b) What is buying decision grid? As an "outside" supplier what would be your sales strategies in the 3 buying situations.
- c) Write a few lines on Bonoma and Shapiro's nested approach to segmentation

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

- a) What is a decision making unit or a buying centre? Describe the various roles in a buying centre
- b) List and briefly describe the micro variable bases used in segmentation.
- c) Write a few sentences on Value Analysis and Value Engineering