

VPM's
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Programme: PGDM (2016-18) (Marketing)
PGDM Trimester V Examination December 2017

Subject	Industrial Buying Behavior and B2B Marketing		
Roll No.		Marks	
Total No. of Questions	5	Duration	
Total No. of printed pages	1	Date	28.12.2017

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

Q1) (Compulsory)

business-to-business selling should be less of a game of wits and finesse but more of a valuable business encounter. When marketers establish the need for the product, communicate the message, stimulate buyer interest, salespeople should take heed not to lose the sale because of competitive gamesmanship.

Advocates of [value-added selling](#) and its offshoots, consultative selling, needs-based selling, have always understood the importance of showing the customer how their product or service can provide a benefit solution and better a solution for their customers. It's a common-sense approach for B2B sales and marketing pros.

The ultimate collaboration is the seller and buyer working together to take the buyer's products or services to the buyer's customers. When everyone in the chain is focused on the final end-user, solutions are revealed, problems solved. And usually sales are closed.

This type of strategic alliance with your customer goes beyond the basic order-taking mentality. It moves to the rainmaking mindset and insists that sales and marketing:

- Examine your customer, as well as your customer's customer.
- Be prepared to show understanding of their needs.
- Come with solutions to meet their challenges to be viewed as a trusted expert.
- Go past the simple transaction and look for new market opportunities for their products and services.
- Make an effort to become an integral part of their business, not just another vendor.

a) Express your views on "Make an effort to become an integral part of their business, not just another vendor".

b) Comment on "The person who learns customer's need vs want, he/she has a much greater chance of successful selling"

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c)

a) Explain the terms Purchase Requisition and Material Requisition

b) Write a note on Modified Rebuy and Straight Rebuy.

c) Explain Organizational Buying Process

Q3) Any two from (a) or (b) or (c)

a) Explain B2B vs B2C marketing

b) Write a note on 'Negotiation in B2B Marketing'

c) Explain 'Marketing communications in B2B'

Q4) Any two from (a) or (b) or (c)

a) Who are End-user, OEM, and Consultant? Explain their relationship in industrial marketing

b) Write a note on Segmentation in Business Markets.

c) Explain Auction vs. bidding

Q5) Any two from (a) or (b) or (c)

a) Explain the role of personnel selling in industrial marketing

b) What do you mean by Selling through Case Study?

c) Write a note on 'Selling to government Organization'