**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2022**

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| Course Name | **B2B Marketing** | Course Code | **MKT- 601** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**All questions are compulsory.**

1. **Question 1 to 4 carries 10 Marks each.**
2. **Apply the concepts studied in the class and answer accordingly.**

**Questions.1 (10 Marks)**

Maruti wants to procure engine oil for its passenger cars. Some of the suppliers are Castrol, Indian Oil, etc. Maruti seeks your help in evaluating these suppliers. Recommend a system/technique to evaluate supplier.

**Questions.2 (10 Marks)**

If you are recruited by a company to launch a new product, called Aluminium Extrusions, what all marketing activities would you perform for commercialization of this new product and what management techniques would you use to ensure that all activities are completed in six-months, so as to be ready for the launch date. The products are required by business customers working in real-estate sector. The product applications are door and window frames, electrical control panels, heat sinks for electronic products, and other business applications.

**Questions.3 (10 Marks)**

Mr. Sunil Mathur, Director, Raj Doors Pvt Ltd, was not sure what kind of marketing strategies, segment and target market he should use in order to achieve the company goals on sales and profitability. The sales and profits were not growing as per expectations of Mr. Mathur. Sunil Mathur joined the family business in 2006 after completing graduation in Electronics engineering and MBA from a reputed institution in India. The company manufactures and markets plastic doors (GTEX brand) for bedrooms, bathrooms, office rooms, balcony etc. These non-wood doors can be used for residential houses, institutions like schools, office, hospitals as well as commercial shops, malls etc. The market for plastic doors was growing at the rate of 50% annum. Raj Door was having a market share of 14% in the year 2008. Kintex and Aptak were the leading players with market share approximately 28% and 20% respectively. Balance market was dominated by smaller players as well the players in the unorganized sector. The market was overall dominated by wooden doors. The market was highly fragmented with no player commanding more than 4% of the market. Unorganized sector was the dominant player in the wooden door market. Mr. Sunil was determined to make the company as market leader of the overall door market (both wooden and plastic) in the next ten years. The company had segmented its market into the following segments(a) government organizations like CPWD, Ministry of Defence, Railways etc.;(b) Residential house built by builders ;( c) commercial organizations and institutions ;( d) individual house owners built by individuals ;( e) fabricators. ‘We have targeted all the above market segments for plastic doors, excepting those who want wooden doors’ said Sunil Mathur. He further added that their sales personnel regularly contacted contractors who get business from government organizations, where lowest price and good after-sales-service are the key buying factors. However, when sales personnel call on builders for residential and commercial complexes for getting orders, Superior product quality and services are the most important factors that they have to keep in mind. For house owners and fabricators indirect channel of dealers are used. They mostly look for low prices and delivery service. The company developed three sub-brands under GTEX brand. These are Solidex, Fibrex and Lightex. Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low prices. Fibrex brand with high quality was suitable for builders and a few individual house owners. Lightex brand offered lower quality and low prices for replacement market and a few individual house owners. You have been hired by the company as a marketing consultant.

Please address the following questions. Make and state suitable assumptions wherever necessary. Questions:

1. Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households. **(5 Marks)**
2. Examine the nature of competition and its implication on Raj Doors. **(5 Marks)**

**Questions.4 (10 Marks)**

An international steel manufacturing company is established in Pune, wants to sell a newly developed cold-rolled (CR) steel coils to a major passenger car manufacturer to whom it was selling hot rolled coils (HR) for the last two years. The company claims that since cold rolled coils are re-processed at room temperature, the durability and surface quality of the steel increases. Because cold rolled coils go through a complex production process, it requires a labor cost of ₹1270 per ton. The initial investment to start CR steel coil unit stood at ₹70,00000 for the company but the raw material cost remained constant at ₹4532 per ton. Since it is an innovative product, company has already spent ₹10,00000 and has created a demand of 50000 tons per year for CR steels, which will remain constant for coming 3 years. You have been appointed as a technical consultant to fix an appropriate selling price (per ton) for this new product such that the company can generate minimum 15 percent mark-up per ton. Since it is a new product, once you have fixed the selling price you are also expected to compute the breakeven volume in both units and sales?

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