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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2021-23) |
| **Course Title: B2B Marketing, (Course Code: MKT X0133)**  **End-Term Improvement Examination, Term - VI (April, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**Q1.** A leading company manufacturing a wide range of products with nationwide operation is now experiencing a tough time with deadline in sales and profit. The company is not in a position to identify the causes of unsatisfactory product performance. As an industrial marketing manager develop a plan for overcome this situation. Give reasons **(10 Marks)**

**Q2.** Automatic data processing Inc. (ADP) handles payroll and tax-filing processing for more than 3, 00000 customers. In other words. Firms these function to ADP.Develop possible segmentation bases that ADP might employ in this service market. What criteria would be important to organizational buyers in making the decision to turn payroll processing over to an outside firm? **(10Marks)**

**Q3.** To continue offering superior value to customers in the long run, firms must continuously try to increase the value offered to customers. Formulate the specific activities can a firm undertake to implement this process of continuous improvement? **(10 Marks)**

**Q4.** Imagine that a manufacturer of beds wants to sell its beds to both hotels and hospitals. Explain the major differences between the marketing approaches for each business market?

**(10 Marks)**