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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  **Post Graduate Diploma in Management** |
| **Course Title: Business to Business Marketing, (Course Code: 40133)**  **End - Term Examination, Term - VI (April, 2024)** | |
| **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.*

**SECTION - A**

**Q1.** In the context of business innovation, how do disruptive and sustaining innovations differ in their impact, scope, and strategic implications for organizations? Create a comprehensive analysis, including real-world examples, to elucidate the distinguishing characteristics and strategic considerations associated with each type of innovation? (**10 marks)**

**Q2.** How do the concepts of Customer Interface, Core Strategy, Strategic Resources, and Value Network interconnect to shape the competitive landscape and organizational performance within businesses? Please discuss about the significance of each component and how their alignment contributes to achieving sustainable competitive advantage and value creation in today's dynamic markets? **(10 marks)**

**SECTION – B**

Nirvana Technology, a prominent player in the business-to-business (B2B) technology solutions sector, embarks on a strategic journey to solidify its market position and drive sustainable growth. The company operates in a highly competitive landscape characterized by rapid technological advancements and evolving customer needs.

Nirvana Technology's corporate strategy revolves around diversification and expansion into new markets and product lines. The company aims to leverage its expertise in software development and IT consulting to enter adjacent sectors such as cybersecurity and cloud computing. Through strategic partnerships and acquisitions, Nirvana Technology seeks to broaden its portfolio and capitalize on emerging opportunities.

Additionally, the company focuses on globalization, aiming to penetrate international markets and establish a strong presence across regions. By leveraging its brand reputation and technological capabilities, Nirvana Technology aims to become a global leader in providing innovative B2B solutions.

At the business level, Nirvana Technology adopts a differentiation strategy, focusing on innovation, product quality, and customer-centricity. The company invests heavily in research and development to develop cutting-edge solutions that address the unique needs of its B2B clients. By staying ahead of technological trends and market disruptions, Nirvana Technology aims to differentiate its offerings from competitors and maintain a competitive edge.

Furthermore, the company emphasizes customer intimacy, striving to build strong relationships with clients and provide personalized solutions tailored to their specific requirements. Through ongoing communication and feedback loops, Nirvana Technology ensures that its products and services align with customer expectations and deliver maximum value.

At the functional level, Nirvana Technology focuses on optimizing operational efficiency and enhancing internal processes. The company implements state-of-the-art technology solutions to streamline workflows, automate repetitive tasks, and improve productivity. Additionally, Nirvana Technology invests in talent development and organizational capabilities, ensuring that employees have the skills and resources needed to excel in their roles.

Furthermore, the company prioritizes sustainability and corporate social responsibility (CSR) initiatives, aiming to minimize its environmental footprint and contribute to the communities in which it operates. Through ethical business practices and transparent communication, Nirvana Technology builds trust with stakeholders and reinforces its reputation as a responsible corporate citizen.

**Q3.** Formulate a strategy to ensure how Nirvana Technology can ensure alignment between its corporate strategy and its overall business objectives? **(10 marks)**

Q4. Propose how Nirvana Technology can develop a competitive advantage in a rapidly evolving industry landscape? **(10 marks)**