|  |  |
| --- | --- |
| **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.** Bandhan Solutions, a pioneering Information Technology firm, wants to revolutionize its approach through a new customer relationship marketing (CRM) program. With a robust clientele spanning diverse industries, Bandhan Solutions acknowledges the significance of fostering long-term relationships to drive growth and sustainability. It has been observing closely the evolving landscape of B2B interactions, and now wants to implement a comprehensive CRM strategy tailored to the unique needs of its clientele. This initiative is aimed at enhancing customer engagement, streamline communication channels, and personalize interactions, thereby revitalizing trust and loyalty. The proposed CRM program

would require meticulous data analytics to decipher customer preferences, behavior patterns, and pain points, enabling Bandhan Solutions to deliver personalized solutions efficiently. Furthermore, it integrates advanced technology solutions to automate processes, ensuring continuous transactions and proactive support services. By prioritizing enduring partnerships over transactional exchanges, XYZ Solutions endeavors to redefine standards in B2B marketing and consolidate its position as a trusted partner in the Indian market. Formulate a CRM strategy for them while highlighting which aspects/steps should be focused on by them? **(10 marks)**

**Q2.** Considering the dynamics of a business-to-business (B2B) company, how can an integrated communication program be effectively implemented to enhance client engagement, streamline interactions, and drive business growth? Discuss how a detailed analysis of key strategies, technological tools etc is necessary for the successful execution of such a program in the context of B2B relationships? **(10 marks)**

**SECTION – B**

**Q3.** In the realm of business-to-business (B2B) markets, firms often exhibit induced and autonomous strategic behaviors and understanding the interplay between these behaviors is crucial for firms in navigating competitive pressures and seizing growth opportunities effectively. Discuss about these two behaviors with the help of relevant examples in the context of B2B markets? **(10 marks)**

**Q4.** In the competitive landscape of business-to-business (B2B) markets, Simple Solutions, a software development company, is faced with the challenge of effectively positioning its latest product offering. Tasked with launching a new enterprise resource planning (ERP) solution tailored for manufacturing firms, Simple Solutions must navigate the complexities of product positioning to capture market share. After extensive market research and competitor analysis, Simple Solutions identifies key value propositions such as customizable modules, seamless integration, and real-time analytics.

A comparison with existing competitors reveals that while some offer similar functionalities, Simple Solutions' ERP solution distinguishes itself through its user-friendly interface, robust support services, and rapid implementation process. Additionally, Simple Solutions' solution boasts advanced features such as predictive maintenance and supply chain optimization, setting it apart as a superior choice for manufacturing enterprises seeking to stay ahead in today's competitive market landscape.

Leveraging this insight, the company strategically positions its ERP solution as a comprehensive and scalable platform capable of optimizing operational efficiency and driving business growth for manufacturing clients. As a Marketing manager tasked with the implementation of this strategy elaborate on the steps you would focus on? **(10 marks)**