|  |  |
| --- | --- |
| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2023-25) |
| **Course Title: Business to Business Marketing, (Course Code: 40133)**  **End-Term Examination, Term - VI (April 2025)** | |
| **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.*

**SECTION – A**

Q.1 In the case of organizational buying, the buying behavior differs from household buying because purchases are made ‘on behalf’. Use examples to illustrate the implications of purchasing from the perspective of an organizational buyer. (CLO3) (10 Marks)

Q.2 An industrial equipment manufacturer is expanding into Southeast Asia and must decide between using a direct sales force or appointing regional distributors. Analyze the pros and cons of each approach and recommend a distribution model suitable for this context. Support your answer with relevant examples. (CLO3) (10 Marks)

Q.3 A B2B industrial adhesive manufacturer is losing margin due to intense price competition and rising input costs. As part of the strategic marketing team, you are tasked with designing a sustainable value-based pricing model that supports long-term profitability and customer retention.

Explain how you would:

Identify customer-perceived value in different segments,

Protect margins without losing key accounts, and

Communicate the pricing logic to both the sales force and large institutional buyers.

Support your answer with examples and pricing frameworks suited to B2B markets.

(CLO3) (10 Marks)

**SECTION – B**

**Case Analysis: Steelcase Inc. Extends Reach to Growing Health-Care Market**

Steelcase, a leading office furniture manufacturer, launched a new health-care-focused subsidiary called Nurture. James P. Hackett, president and CEO of Steelcase, had as- signed a team to study the health care market, and here is what they concluded:

We should move into the health-care market by launching a new health care brand. It would expand our current effort "on carpet"-work areas in hospitals that are like the office spaces (nurses' stations, for instance)-but we would also expand "off carpet" to entirely different areas of the hospital (patients' rooms, examining rooms, café lounges). The brand would draw on technology and products we already had, as well as new products we would manufacture and new customizing services we would provide.

The team got the go-ahead from senior management to launch the new business unit and the Nurture brand.

Given that the cost of hospital care is expected to exceed $1.2 trillion by 2016, Steelcase executives saw the health-care market as a golden opportunity.58 They were also encouraged to learn that the highest sales volume for the company's Criterion chair-a classic desk seat with adjustable back tension, lumbar-curve support, and wrist rests was going to health-care customers-hospitals, clinics, and doctors' offices.

John Carlson, vice president of product development and marketing at Nurture, believes that the unit can enjoy a competitive advantage by offering cohesive suites of examination tables, patient beds, nurses' stations, and the like. However, there are like some formidable competitors that have deep knowledge of health-care customers, Hill-Rom, a unit of Hillenbrand Industries. A leading manufacturer of hospital beds, Hill-Rom also offers a limited collection of furniture selections but has been squarely centered on the health-care market for decades and has forged close and enduring relationships with physicians, nurses, and administrators at health-care facilities, large and small.

Discussion Question (CLO3) (10 Marks)

To develop patient-friendly furnishings or suites of products that boost staff productivity, describe specific steps that marketing strategists at Nurture might take to learn more about the workings of a hospital environment and the needs of different constituents-patients, visitors, nurses, and physicians.