

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)**  
**END TERM EXAMINATION (TERM-V)**

Subject Name: **B2B Marketing**

Time: **02.00 hrs**

Sub. Code: **PGM51**

Max Marks: **40**

**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**SECTION – A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 1: (A).</b> What are the sales strategies used in B2B Market? <b>Q. 1: (B).</b> Differentiate between transaction based selling and relationship selling approach in B2B Marketing? <b>Q. 1: (C).</b> Mention two strategies for providing exceptional customer service to B2B Customers. <b>Q. 1: (D).</b> Explain the steps of Sales Process in B2B Markets <b>Q. 1: (E).</b> How does Personal Selling takes place in B2B Markets. Explain with examples. <b>(Entire Sec A to be assigned one CO.)</b>	CO1	L1, L2

**SECTION – B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 2: A.</b> Examine the role of relationship based selling in the straight rebuy buying situation in B2B Markets. <b>or</b> <b>Q. 2: B.</b> Explain how the technology enable the integration of sales cycle and result in better conversions, engagement and retention of B2B Customers	CO2	L3
<b>Q. 3: A.</b> Discuss the advantages of E-procurement. Explain forward auction with reverse auction with suitable example. <b>or</b> <b>Q. 3: B.</b> Assume you are the marketing vice president for a firm selling interior lighting equipment. How might you go about segmenting your markets on a worldwide basis?	CO3	L5
<b>Q. 4 A:</b> Develop the Marketing plan for B2B Startup in which also mention various marketing strategies to grow the competitive differentiation. <b>or</b> <b>Q. 4: B.</b> Collaborative supply chain enable the reduction in switching cost and enhance the customer experiences in B2B markets. Develop the technology oriented plan for boosting the b2b business value.  (internal choices with two questions corresponding to the same CO)	CO5	L6

**SECTION – C**

Read the case and answer the questions

**7×02 = 14 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p>Q. 5: Case Study:</p> <p>Motorola Solutions knew they needed to find the right ABM solution to accelerate pipeline and drive more revenue. Using 6sense data as the platform for their ABM strategy, Motorola Solutions:</p> <ul style="list-style-type: none"><li>• built custom advertising for accounts in decision stages</li><li>• delivered those accounts to sales when they were demonstrating strong purchase intent</li><li>• exposed sales to entirely new accounts and new opportunities</li></ul> <p>The marketing team actively created segments in various verticals in order to identify which companies were in the consideration or buying stage. They then ran targeted display campaigns specific to those accounts aligning to the stage they were in.</p> <p>Marketing also began identifying accounts that were showing a strong intent to purchase the solutions Motorola offers and delivering them to the sales team This data meant the sales team was able to get into deals before a decision was made, but it also put them in a position to support the buyers in obtaining a solution they genuinely needed.</p> <p>And being able to prioritize leads with 6sense's lead scoring helped the marketing call center know which accounts to call on first and put into the nurture track for the various sales teams.</p> <p>Motorola Solutions didn't need more leads, they needed better information to help them get in front of the right people with the right information at the right time.</p> <ul style="list-style-type: none"><li>• marketing identified and targeted likely accounts, then</li><li>• handed them off to sales when they were demonstrating decision-stage intent</li><li>• and opened up the Dark Funnel to previously hidden opportunities.</li></ul> <p>Questions: <b>Q. 5: (A).</b> Analyze the challenges of Lead Generation in Motorola <b>Q. 5: (B).</b> How can the nurturing of leads result in effective sales?</p>	CO4	L4

**Kindly fill the total marks allocated to each CO's in the table below:**

<b>COs</b>	<b>Marks Allocated</b>
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO5	7 Marks
CO4	7 Marks

**(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)**

**Blooms Taxonomy Levels given below for your ready reference:**

**L1= Remembering**

**L2= Understanding**

**L3= Apply**

**L4= Analyze**

**L5= Evaluate**

**L6= Create**