GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK

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POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
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 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.   **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q.1 (A) Define the concept of a buying center in B2B sales. Who are the key decision-makers and influencers within a typical buying center? **Q.1 (B)** How does key account selling differ from traditional transactional selling in B2B markets? Explain with relevant examples. **Q.1 (C)** Discuss the role of social media marketing in B2B businesses. How can platforms like LinkedIn, Twitter, and YouTube enhance lead generation and customer engagement?	CO1	L2
Q.1 (D) What are the four primary categories of business buyers in B2B marketing? Provide an industry-specific example for each category. **Q.1 (E)** Explain the buyer grid framework in B2B buying behavior, and decision-making processes. **Q.1 (F)** What is the Nested Approach to B2B Segmentation? How is it different from B2C segmentation?	CO2	L4

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)   **6 x 3 = 18 Marks**

Questions	CO	Bloom's Level
Q. 2: (A) Large numbers of laptops are purchased by educational institutions in India for use by their students. A laptop company wants to appoint a channel partner (Distributor) to target universities and institutes for bulk orders. Identify the key factors or criteria that may be used for evaluating and selecting a channel partner for B2B sales? **Or** **Q. 2: (B).** Hospitals and healthcare facilities in India procure a large number of medical refrigeration units to store vaccines and temperature-sensitive medicines. A refrigeration company target these hospitals and healthcare facilities. Discuss and explain the key factors or criteria should be considered when appointing B2B channel partner for B2B sales to hospitals and healthcare facilities?	CO4	L4, L3
Q. 3: (A). EverGreen Packaging Solutions specializes in eco-friendly packaging materials for food and beverage companies. What macro-segmentation and micro-segmentation variables should the company evaluate, and which target market segments should they prioritize?? **Or** **Q. 3: (B).** AquaPure Water Systems manufactures industrial and residential water	CO3	L5

purification solutions. What macrosegmentation and microsegmentation criteria should the company consider, and which market segments should they focus on for business expansion?

	CO	Bloom's Level
Q. 4: (A). Amit joined Samsung India in Bangalore as a sales trainee in the enterprise solutions division. After a year, he was promoted to territory sales representative, responsible for prospecting, lead qualification, sales funnel management, and closing deals for Samsung's B2B display solutions across South India. After three years, he advanced to key accounts executive, where he now manages six major enterprise clients. His responsibilities include strategic account planning, upselling, cross-selling, contract negotiations, and long-term relationship management. How do the selling tasks differ between a territory sales representative and a key accounts executive in a B2B sales environment, particularly in terms of lead management, sales funnel optimization, account mapping, and customer relationship management? **Or** **Q. 4: (B).** As an Area Sales Manager, one of your sales representatives approaches you for assistance in securing a breakthrough deal with a leading real estate developer for fire extinguisher equipment. The builder has been sourcing fire safety solutions from three established suppliers for the past two years and is hesitant to consider a new vendor due to concerns over product reliability, compliance, and timely installation. Despite 18 months of persistent efforts, your salesperson has been unable to gain traction. With the help of SPIN Model, how would you address the builder's concerns, differentiate your offering, and successfully establish your company as a trusted supplier?	CO2	L4

SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: **Targeting B2B Growth: The Market & Positioning Dilemma at Zenith Doors** Rahul Mehta, Managing Director of Zenith Doors Pvt. Ltd., was facing a strategic challenge. Despite a growing demand for PVC and FRP doors, his company was struggling to achieve consistent sales growth and profitability. The core issue? Identifying the right target market strategy and positioning approach to stand out in an increasingly competitive landscape. **The Business Landscape** Zenith Doors, a second-generation family business, had been operating since 2016 under Rahul's leadership. With a background in Mechanical Engineering and an MBA from a top Indian B-school, he was determined to expand the company's market share. The company specialized in manufacturing and marketing Z-Dura brand PVC (Poly Vinyl Chloride) and FRP (Fibre Reinforced Plastics) doors, catering to diverse applications such as: • **Residential homes** (bedrooms, bathrooms, balconies) • **Institutions** (hospitals, schools, offices) • **Commercial establishments** (shopping malls, multiplexes, hotels)	CO5	L4 & L5

To streamline its operations, Zenith Doors had segmented its market into:

1. **Government organizations** (PWD, Railways, Military Engineering Services)
2. **Builders** (residential and commercial complexes)
3. **Commercial institutions** (corporate offices, hospitals, hotels)
4. **Individual homeowners & the replacement market**
5. **Fabricators & contractors**

B2B Lead Generation & Competitive Pressure

While the company had an established market presence, **B2B lead generation was a growing challenge.**

- **Government contracts** were fiercely competitive, requiring the lowest pricing and excellent after-sales service.
- **Builders** prioritized high-quality products and timely delivery, yet preferred established brands.
- **Commercial buyers** demanded customized solutions, something Zenith had not fully explored.
- **Individual homeowners** and **fabricators** typically sought low prices and quick availability, which required a strong dealer network.

With three major players dominating 60% of the market, smaller regional competitors were rapidly gaining ground by offering customized doors at aggressive prices. Zenith Doors, holding a market share of 20-25%, needed a sharper strategy to attract and retain high-value B2B customers.

Brand Positioning Challenge

To cater to different customer segments, Zenith Doors had created three sub-brands under **Z-Dura**:

- **Z-Solid** – Medium-quality, mid-priced (government projects, institutions, general homeowners)
- **Z-Fibre** – High-quality, premium-priced (builders, premium residential customers)
- **Z-Lite** – Lower-quality, budget-friendly (replacement market, small contractors)

Despite having distinct offerings, the brand lacked strong positioning. Builders and commercial buyers saw Z-Dura as a general brand rather than a premium choice. Rahul was unsure whether to narrow Zenith's focus to key segments or continue targeting all customer types.Additionally, digitization in B2B marketing was becoming more relevant. Competitors were leveraging online lead generation, digital catalogs, and social media marketing, while Zenith's sales team relied heavily on traditional networking and cold calls.

Questions:

Q. 5: (A). Should Zenith Doors continue targeting all market segments, or focus on specific B2B customers for better sales growth? How they can use internet, e-commerce, website and social media for lead generation?

Q. 5: (B). How should Rahul price and position the Z-Dura brand and its sub-brands to stand out in an increasingly competitive market?

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

COs	Question No.	Marks Allocated
CO1	1	08
CO2	4	10
CO3	3	06
CO4	2, 5 (B)	11
CO5	5 (A)	05

(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