

(2½ Hours)

[Total Marks: 75]

- N. B.: (1) All questions are compulsory.
 (2) Make suitable assumptions wherever necessary and state the assumptions made.
 (3) Answers to the same question must be written together.
 (4) Numbers to the right indicate marks.
 (5) Draw neat labeled diagrams wherever necessary.
 (6) Use of Non-programmable calculators is allowed.
 (7) Question (Q1) is compulsory.
 (8) Question (Q2 to Q7) attempts any four.

Q1. Discuss the case study with answers of the following questions.**20**

So would it surprise you to learn that sometimes the dynamics that surround B2B marketing don't lead to the best purchasing decisions? Interpersonal factors among the people making the buying decision often have an impact on the products chosen, good or bad. (You can think of this phenomenon as "office politics.") For example, one person in a buying unit might wield a lot of power and greatly influence the purchasing decision. However, other people in the unit might resent the power he or she wields and insist on a different offering, even if doesn't best meet the organization's needs. Savvy B2B marketers are aware of these dynamics and try their best to influence the outcome.

Personal factors play a part. B2B buyers are overwhelmed with choices, features, benefits, information, data, and metrics. They often have to interview dozens of potential vendors and ask them hundreds of questions. No matter how disciplined they are in their buying procedures, they will often find a way to simplify their decision making either consciously or subconsciously (Miller, 2007). For example, a buyer deciding upon multiple vendors running neck and neck might decide to simply choose the vendor whose sales representative he likes the most.

Factors such as these can be difficult for a company to control. However, branding—how successful a company is at marketing its brands—is a factor under a company's control, says Kevin Randall of Movéo Integrated Branding, an Illinois-based marketing consulting firm. Sellers can use their brands to their advantage to help business buyers come to the conclusion that their products are the best choice. IBM, for example, has long had a strong brand name when it comes to business products. The company's reputation was so solid that for years the catchphrase "Nobody ever got fired for buying IBM" was often repeated among purchasing agents—and by IBM salespeople of course! (Miller, 2007)

In short, B2B marketing is very strategic. Selling firms try to gather as much information about their customers as they can and use that information to their advantage. As an analogy, imagine if you were interested in asking out someone you had seen on campus. Sure, you could simply try to show up at a party or somewhere on campus in the hopes of meeting the person. But if you were thinking strategically, you might try to find out everything you could about the person, what he or she likes to do and so forth, and then try to arrange a meeting. That way when you did meet the person, you would be better able to strike up a conversation and develop a relationship with him or her. B2B selling is similarly strategic. Little is left to chance.

Questions:

1. Which people do you think have the most influence on the decisions a buying center makes? Why?
2. Describe the duties of professional buyers. What aspects of their jobs seem attractive? Which aspects seem unattractive to you?
3. How do personal and interpersonal dynamics affect the decisions buying centers make?

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Q2. Attempt any two of the following:**10**

- a. Define Perception and explain Consumer Perception.
- b. Explain the impact of Digital Revolution and importance of Marketing.
- c. Explain Models of Consumer Behavior.

Q3. Attempt any two of the following:**10**

- a. Explain Maslow's hierarchy of needs with suitable diagram.
- b. Explain factors influencing Consumer Behavior.
- c. Explain threshold and its different types.

Q4. Attempt any two of the following:**10**

- a. Explain internal and external factors affecting perception.
- b. What is Consumer Imagery with its steps?
- c. Explain Gestalt psychology.

Q5. Attempt any two of the following:**10**

- a. Explain Learning information processing and its impact on Behavior.
- b. Explain Tri Component theories.
- c. Explain Market Segmentation.

Q6. Attempt any two of the following:**10**

- a. Explain Product Development Strategies with its different stages (any five)
- b. Explain Freudian Theory Neo-Freudian theory of personality.
- c. Explain self concept and self image.

Q7. Attempt any two of the following:**10**

- a. Explain Blackwell model and Post Purchase Behavior.
 - b. Define Motivation and types of motives.
 - c. Explain Decision Making Model.
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