



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -III)

Subject Name: **B2B Marketing**Time: **02.00 hrs**Sub. Code: **PGM33**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.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1 - Describe the nature, structure, and characteristics of B2B marketing and distinguish it from B2C marketing.

CO2 – Explain organizational buying behavior, including the buying process, segmentation approaches, and decision-making units in B2B markets.

CO3 – Apply strategic tools and frameworks to develop B2B marketing strategies including branding, lead generation, and digital marketing.

CO4 - Analyze pricing and distribution strategies and evaluate key account management techniques in the B2B context.

CO5 – Evaluate the integration of sustainability principles, ethical practices, and corporate social responsibility in B2B marketing operations.

CO6 - Develop effective B2B sales processes, including bidding, logistics, and electronic commerce strategies to enhance long-term relationships.

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

| Questions | CO | Bloom's Level |
|--|-----|---------------|
| Q. 1: (A). Define B2B marketing and explain its significance in modern business environments. | CO1 | L2 |
| Q. 1: (B). What are the key characteristics that differentiate B2B and B2C marketing? | CO1 | L2 |
| Q. 1: (C). Explain the role of supply chain relationships in B2B marketing success. | CO1 | L2 |
| Q. 1: (D). Discuss the stages involved in the B2B buying decision-making process. | CO2 | L2 |
| Q. 1: (E). How does relationship marketing contribute to long-term partnerships in B2B? | CO2 | L3 |
| Q. 1: (F). What factors influence vendor selection in B2B procurement? (Three questions each from CO1 & CO2) | CO2 | L3 |

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). A manufacturing company is looking to implement a new supply chain management software. What factors will influence the B2B decision-making process, and how should a marketer approach different decision-makers within the organization? | CO3 | L4 |
| Or | CO3 | L4 |

| | | |
|--|------------|----------|
| Q. 2: (B). Your company sells custom industrial machinery to large corporations. What strategies should you use to build and maintain long-term relationships with key accounts? | CO4 | L5 |
| Q. 3: (A). A logistics company is trying to differentiate itself in a highly competitive B2B market. How should it develop and communicate its value proposition to attract new clients while retaining existing ones? Or Q. 3: (B). A B2B tech company wants to create a content marketing strategy to generate leads and nurture relationships. What types of content should it focus on, and how can it use content at different stages of the buyer's journey? | CO4 | L5 |
| Q. 4: (A). Create a strategic plan for implementing account-based marketing (ABM) in a B2B firm. Or Q. 4: (B). Assess the impact of SEO and SEM strategies on B2B lead generation and conversion. | CO5 CO5 | L5 L5 |

SECTION - C

Read the case and answer the questions

5×02 = 10 Marks

| Questions | CO | Bloom's Level |
|---|----------------|---------------|
| <p>Q. 5: Case Study:</p> <p>Cisco's Transformation from Product Sales to Solution Selling</p> <p>In the early 2000s, Cisco Systems was at the top of its game, known globally as the leading provider of networking equipment. The company's routers, switches, and other hardware were used by nearly every large organization. However, as the tech landscape shifted, with companies moving towards cloud computing and digital transformation, Cisco realized that selling hardware alone would no longer be enough to maintain its market leadership. Customers wanted more than just products—they needed end-to-end solutions that integrated hardware, software, and services to address their specific challenges. Recognizing this shift, Cisco embarked on a major transformation. The company moved away from its traditional product-centric approach and began offering "solution selling," which focused on addressing the unique needs of each customer. Cisco didn't just sell routers and switches; it sold solutions for cybersecurity, data center management, collaboration, and digital transformation. This required Cisco to train its sales teams to think differently—not just about selling products, but about understanding each client's broader business goals and challenges.</p> <p>To make this shift work, Cisco heavily invested in building out its software capabilities. It developed platforms that could integrate with its hardware, offering clients solutions that could monitor and optimize their networks in real time. Cisco also acquired several companies to enhance its portfolio in cloud security, IoT, and collaboration tools like WebEx. This allowed Cisco to offer bundled solutions that addressed multiple pain points, helping businesses operate more efficiently and securely.</p> <p>Cisco's marketing team played a critical role in this transformation. They shifted from product marketing to value-based marketing, emphasizing how Cisco's solutions could solve real business problems. They created case studies and success stories that showcased how Cisco helped businesses improve their operations, reduce costs, and enhance security. Marketing campaigns were targeted at key decision-makers, such as CIOs and IT directors, focusing on how Cisco's solutions could drive innovation and help companies navigate their digital transformation journeys.</p> | CO6 CO6 | L5 L6 |

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| <p>One of the most significant moves Cisco made was creating the “Customer Experience” division. This team was dedicated to ensuring that customers derived the maximum value from Cisco’s solutions. Instead of a one-time sale, Cisco now focused on long-term relationships, offering ongoing support, training, and optimization services. This approach helped Cisco build stronger, more loyal relationships with its clients and created opportunities for upselling and cross-selling new solutions as customers’ needs evolved.</p> <p>Cisco’s transformation was not without its challenges. The company had to realign its internal structure, retrain its sales force, and change the way it measured success. Instead of focusing solely on product sales, Cisco’s leadership started measuring customer satisfaction, solution adoption rates, and long-term customer value. Despite these challenges, the transformation proved successful. Cisco’s revenue grew significantly in areas like cybersecurity, cloud, and software, and the company was able to maintain its position as a leader in the rapidly evolving tech landscape.</p> <p>By moving from product sales to solution selling, Cisco not only stayed relevant in a changing market but also strengthened its relationships with its customers, ensuring long-term growth and success.</p> <p>Questions:</p> <p>Q. 5: (A). How did Cisco’s Customer Experience division contribute to the company’s success?</p> <p>Q. 5: (B). What challenges did Cisco face during its transition, and how did it overcome them?</p> | | |
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Kindly fill the total marks allocated to each CO’s in the table below:

| COs | Question No. | Marks Allocated |
|-----|---------------------------|-----------------|
| CO1 | Q.1 (A), Q.1 (B), Q.1 (C) | 6 |
| CO2 | Q.1 (D), Q.1 (E), Q.1 (F) | 6 |
| CO3 | Q.2 (A) or (B) | 6 |
| CO4 | Q.3 (A) or (B) | 6 |
| CO5 | Q.4 (A) or (B) | 6 |
| CO6 | Q.5 (A), Q.5 (B) | 10 |

(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