

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEMESTER M.COM EXAMINATIONS - APRIL 2019

BUSINESS MARKETING

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any EIGHT of the following questions. (8x2=16)

1. Give the meaning of Industrial Marketing.
2. What is derived demand?
3. What is meant by Relationship marketing?
4. What is Third party logistics?
5. What is System marketing?
6. List out any four business strategies?
7. What is Supply Chain Management?
8. Mention the types Intermediaries in Industrial/Business Marketing?
9. What do you understand by 'Industrial marketing research'?
10. What is 'Industrial Market Intelligence system'?

SECTION - B

II) Answer any THREE of the following questions. (3x8=24)

11. What are the steps in preparation of a 'Industrial Market plan'?
12. Explain Industrial market segmentation.
13. Discuss the functions performed by 'Industrial Advertising'.
14. Explain the benefits of E-commerce in Industrial marketing.
15. Trade shows and exhibitions are considered the best promotional strategies for industrial goods - **Justify**

SECTION - C

III) Answer any ONE of the following questions. (1x15=15)

16. Explain in detail the Sheth Model of Organizational Buying Behavior.
17. Explain the role of Intermediaries in Industrial marketing.
18. Briefly explain the various sales promotion strategies used in marketing Industrial goods.

SECTION - D

IV) Analyze the case and answer the questions. (1x15=15)

19. Case Study

IndiaMart, an [online marketplace](#) for small and medium enterprises, is aiming to generate Rs 2,000 crore in [revenue](#) by 2020. The company plans to generate revenue worth Rs 1,000 crore from the [SME business](#), the space in which it currently operates, and another Rs 1,000 crore from its new initiative, called 'Big Buyer-Big Supplier', under which Indiamart is approaching big companies to use its platform for purchase or supply of goods.

IndiaMart is aiming to target over the next five years to get 50% of out total business from big businesses and the remaining 50% from the SME business. The SME business is growing at 50% every year but, over a period of time, big businesses will start catering big time to its revenue.

The company will have to touch a gross merchandise value (GMV) of Rs 3 lakh crore to reach the Rs 2,000-crore revenue target. GMV is a measure of the maximum price of goods and services sold on a company's platform and is higher than actual revenue. On an average, Indiamart charges about 1% of the transaction value from small and medium enterprises, and half a percent from big businesses where the deal size is much bigger.

Brands that have already listed with Indiamart under the Big Buyer-Big Supplier initiative include Jindal Steel & Power, Somany Ceramics, Bharat Electronics Ltd, Aditya Birla Group, Reliance Industries Ltd, Larsen & Toubro, Casio, Hitachi, Apollo Hospitals, Gujarat Fluoro Chemicals, Everready Industries India, Century Tiles, Amco India, Jubilant Agri & Consumers Products, Berger Paints and Neelkamal Industries.

The ecommerce player has short listed 10,000 big companies it will be targeting for this programme. It is looking to get at least 100 such companies on board by the end of this year. In the next five years, the company plans to have 5,000 big companies onboard its platform. Indiamart, which claims to be a cash positive company, is targeting revenue of

Rs. 365 crore and GMV of Rs 30,000 crore in this fiscal year. The company will also be spending close to Rs 300 crore in the next two years to increase its seller base and to bulk up technological capabilities. In the coming two years, IndiaMart will be spending around Rs 300 crore on catalogue building, buyer building and ramping up product and technology. Currently, it has only 2 million suppliers on its platform, which will double in the next two years.

Indiamart plans to [hire](#) at least eight senior managers this year. This would include hiring head-channel sales, head-customer service, supplier central head and big buyer client servicing head within this year. The company is also looking to hire senior executives for the product technology function. Indiamart also has plans to go public and is working on the IPO, for its proposed expansion plans and activity.

Answer the following:

- a. Critically evaluate the role and importance of E-Commerce in Business Marketing in India?
- b. What are the Challenges and Opportunities in adopting E-Commerce for Business Marketing?
- c. Examine the Value Proposition of IndiaMart in Business/Industrial Marketing in India?