**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: B2B Marketing**

**Internal Assignment Applicable for September 2020 Examination**

**1. A business marketer (who is a potential supplier) is keen to supply cold-rolled (CR) steel coils to a major passenger car manufacturer, who has been buying the same material from three other suppliers on regular basis for the past few years. As per the purchase policy, the car manufacturer cannot buy any material from more than three suppliers. What should the business marketer do to supply CR steel coils to the major passenger car manufacturer?**

**Ans:**

**INTRODUCTION:**

Welding and fabrication businesses provide important services to a wide variety of industries. Qualified welders and fabricators have the advantage of taking their tools and businesses on the road as needed. They can rectify a host of situations commonly found on construction sites and in the completion of projects related to metal. While having knowledge is certainly an important part of operating a welding and fabrication business, a successful entrepreneur will

**2. Suppose you are working in a courier services company, which is ranked fourth in the domestic Indian market in terms of market share. Your company management thinks that one of the ways to improve sales & profit performance, as well as the company’s market share, is to implement the concept of Integrated Marketing Communications (IMC). You are asked to prepare a proposal indicating the objectives, strategies & challenges in implementing the IMC.**

**Ans:**

**INTRODUCTION:**

Integrated Marketing Communications (IMC) is a strategic, collaborative, and promotional marketing function where a targeted audience receives consistent and persuasive brand messaging through various marketing channels in an integrated way to move buyer's through the decision making process. At the most basic level, integrated marketing communications helps to ensure that marketers are using all of the available channels to them to amplify a marketing campaign and/or brand messaging to reach their target audience, or buyer Its sample only

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**3a Read the following Case & solve the questions given:**

**When SS Electroplating Company started the electroplating operations in a residential location in Bengaluru, it received a notice from the pollution Control Board to install the effluent treatment plant within 15 days, failing which they would seal the plant.**

**The Director of the company collected the information that it would cost about 10,00,000 to buy an effluent treatment plant, an area of about 600 sq.feet to install it over a period of 2-3 months, & running cost of about 40,000 per month for the purchase of material like costic soda & others. The effluent contained nickel, synide, cromium, cadminum & zinc, which were to be treated separately using different chemicals. After effluent liquid of about 800 litres per day was treated, the sludge was to be dried, packed, stored & dumped in a government notified place. The entire process would not only cost substantial amount, but also would need additional area of about 600-700 sq. feet**

**The company gathered information that some of the competitors outsourced the effluent treatment to government approved agencies, who collected the effluent liquid from these chemical & electroplating factories, & treated (or neutralized) the chemicals at their effluent treatment plants. These agencies charged 10 to 15 per litre for the treatment of effluent liquid, depending on the type of chemicals. The cost of outsourcing was considered much higher compared to in-house effluent treatment plant. However, SS Electroplating Company, like many other chemical & electroplating factories did not have additional area for the installation of effluent treatment plant.**

**The Director was aware that the liquid waste from the factory would have harmful effects on the surrounding residential area. He also could not violate the Government regulation on environment control. The director had very little time – two weeks – to decide & act.**

**a. If you were the Director of the company, what would you do & why?**

**(5 Marks)**

**b. Should all companies in this industry come up together as to save cost? Provide your suggestions.**

**(5 Marks)**

**\*\*\*\*\*\*\*\*\*\***

**Ans:**

**INTRODUCTION:**

Electroplating wastewater contains highly toxic cyanide, cyanide complexes and metal ions that make treatment a complex problem. As the electroplating industries are located in tiny and unorganized sectors in India the problem becomes graver. Due to lack of technology, Automation and process control, there is considerable change in the effluent coming from these industries. Therefore the effluent exerts variable characteristics. It is observed that effluent has high BOD/ COD, SS, DS, TS, Colour, and Turbidity and there is depletion of oxygen. Proper treatment has to be provided for the safe discharge of electroplating effluent. Metal finishing has now come to be known as surface engineering. Electroplating and metal finishing continue to have great potential in the development of technologies in various fields.