**B2B Marketing**

**JUNE 2021**

**1. Crompton Greaves Ltd is the leader in Indian Domestic market for electric motors, which conform to Indian & International Standards. The company faces a severe competition from small scale motor manufacturer as well as large global players like Siemens & ABB. What suggestions you would like to give to the company to maintain its leadership position in this product category?**

**Answer**: Organisations that enjoy competitive advantage are able to produce orsell more goods effectively. Marketers usually develop business strategiesto gain competitive advantage over other organisations in theindustry. Michael Porter asserts that the effectiveness and supremacy

of organisations in business markets are due to two main factors: theirability to be cost-effective and their ability to provide a differentiatedproduct offering. According to Porter, these two factors combinedwith the range of activities that the organisation involves itself in toachieve their abilities lead to three generic competitive strategies: differentiation,cost leadership and Its Half solved only

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**2. An automobile component OEM manufacturing alternator has appointed your advertising agency to design the promotional strategy for their product. You are required to prepare a marketing communication campaign & select appropriate media vehicle for the same keeping in mind the target audience**.

**Answer**: Communication is a process whereby the meaning is defined and shared between living organisms. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or be aware of the sender's intention to communicate at the time of communication. Thus, communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the sender.

A communication plan is

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

**ABC is a leading brand of furniture in B2C segment having presence in various cities in India. ABC now plans to introduce in B2B category by launching a product line in the office furniture category. It intends to sell both Indian as well as imported furniture so as to cater to the different needs & wants of the target audience. It intends to target corporates but is not clear how to go about marketing & selling it to corporates (B2B) as ABC was always involved in selling home furniture (B2C).**

**a. Suggest positioning strategies to be adopted by ABC for their new product line in B2B Category.**

**b. Suggest a suitable sales promotion strategy for ABC’s new product line of office furniture**.

**Answer**: a) Positioning is an act of developing thecompany’s offerings and image to occupy a distinct place in the minds of thetarget market. Positioning is a consumer driven strategy in which theobjective is to occupy a unique place in the customer’s mind and maximize its potential benefit for the firm. Each brand must thus be ‘positioned’ in aparticular class or segment. Example, Mercedes is positioned for luxurysegment and Volvo is positioned for safety.The position of a product is the sum of those attributes normally ascribed toit by the consumers – its standing in the market, its quality, the type ofpeople who use it, its strengths, its weaknesses, its price, the value itrepresents,