**B2B Marketing**

**September 2022 Examination**

**Q1. 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? (10 Marks)**

**Ans 1.**

**Introduction**

A purchasing policy is a collection of rules that control the requisition process. Purchasing policies help procurement administrators implement their procurement strategy by creating a policy structure that is aligned with the organization's strategic purchasing requirements. This purchase policy may differ for different companies. They involve various steps such as purchase requisition, identifying sources of supply, calling for tenders or quotations, analysis of tight supplier, placing of the purchase order, follow-up of the purchase order, receiving materials, an inspection of materials, checking of invoices, and passing the invoice for

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**Q2. 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. (10 Marks)**

**Ans 2.**

**Introduction**

Integrated marketing communication is the process used to unify marketing communication elements, such as public relations, social media, audience analytics, business development principles, and advertising, into a brand identity that remains consistent across distinct media channels. It allows both public and private organizations and businesses to deliver an engaging and seamless consumer experience for a product and/or service, and to optimize an organization’s image and relationship with stakeholders. integrated marketing

**Q3. 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.**

**Questions:**

**a. If you were the Director of the company, what would you do & why? (5 Marks)**

**Ans 3a.**

**Introduction**

Electroplating is one of the varieties of several techniques of metal finishing. It is a technique of deposition of a fine layer of one metal on another through the electrolytic process to impart various properties and attributes, such as corrosion protection, enhanced surface hardness, lustier, color, aesthetics, and value addition. Electroplating and metal finishing continue to have great potential in the development of technologies in various fields. The electroplating

**b. Should all companies in this industry come up together as to save cost? Provide your suggestions (5 Marks)**

**Ans 3b.**

**Introduction**

The costs of a constructed facility include both the initial capital cost and the subsequent operation and maintenance costs. Each of these major cost categories consists of several cost components. As for electroplating companies, they need large trucks of land including assembly, holding, and improvement. It is important for design professionals and