

Thailand. This indicates that it is likely that in the future the strategy where online activities are incorporated with offline operations from local partners such as Infomedia in order to cope with low Internet penetration will be applied in other upcoming regions.

Besides expanding to other developing countries Alibaba is also intensifying its current operations in Japan, the largest trading partner of China. Mid May 2008 it announced a joint venture company: Alibaba.com Japan. Now, Ma is pushing Alibaba in new directions. The company has launched local versions of its B2B service in Japan, South Korea, and India. And Ma has plans to expand Alibaba's presence worldwide, spending \$30 million on marketing to expand small offices in the U.S. and Britain. The company will add 5,000 employees, mostly in China, to raise its head count to 17,000. Not many companies are hiring these days, but Ma says Alibaba has to expand. "Our customers want to be global," he says.

### **Answer the Questions:**

- Q. a) What are the two crucial reasons for the global reach of Alibaba.com
- Q. b) With several web portals available for B2B marketers, discuss the significance of Indian sites like Indiamart.com.

### **Section II**

- Q.2) A research shows that 1% increase in customer satisfaction yields a 3% increase in Market Capitalizations. Discuss this phenomenon with a brief note on any three CRM Strategies.
- Q.3) In the total advertisement spend, the contribution of Industrial advertising is just 10%. Comment briefly.
- Q.4) In B2B, price is a minor issue vis-à-vis quality, delivery & performance history. Discuss with examples.
- Q.5) Briefly discuss changes in product decisions with reference to PLC. Explain the Perceptual Mapping Technique.
- Q.6) Enumerate the price determinants for taking a pricing decision. Explain competitive bidding.
- Q.7) What do you mean by key accounts? What are the criteria for selecting key accounts?