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NCRD's Sterling Institute of Management Studies
Nerul, Navi Mumbai
TERM END EXAMINATION MMS SEM III November 2012

Sub: - B2B Marketing & CRM

Date: 20th November'2012

Time: 11am to 2 pm

Day: Tuesday

Marks: 60 marks

Roll No:

Instructions: Section I is compulsory. (20 Marks)

Section II - Attempt any four from the rest. (10 Marks Each)

Section I

Q.1) Study the case & answer the questions below:

Alibaba.com going global

Jack Ma, the founder of Alibaba.com, is reportedly the first to have launched a commercial website in China. In September 1995 Chinapages.com, a directory of companies, went online and within ten years Ma grew it in one of the most successful Internet companies of China. Porter Erisman, Vice President of Alibaba, who has been with Alibaba since 2000, was hired after Alibaba had raised \$25 million from several big VCs. Attracting foreigners to run the company was important since according to Porter during that time people in China had very little management experience. Alibaba could not have decided to join the scene on a better time. Its model smartly anticipated on the market situation; around 2000 the Internet penetration in China just started to become significant and also the total export volume was growing vastly. As the manufacturer of the world an increasing amount low-cost producers and suppliers were entering the marketplace in China (and other South-East Asian developing countries) while buyers from all over the world lined up to profit from the low wages.

The Uprising

Alibaba has been very successful in the Chinese domestic market. To begin with, in 2003 Alibaba launched Taobao, now the largest online shopping marketplace for consumers in China with more than 80 million registered users. After Taobao was established it did not take long before in 2005 Taobao overtook its U.S. rival eBay, the previous market leader in the consumer-to-consumer market in China. In 2005 Yahoo! handed over the running of its China operations to Alibaba in a transaction whereby Yahoo! Inc. paid \$1 billion for a 40 percent share of Alibaba.

The initial business model of Alibaba was simple; facilitate a 24/7 meeting platform for suppliers and buyers around the world. From the start Alibaba did not just connect Chinese suppliers with