



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGMENT

WEDNESDAY, AUGUST 17, 2005. TIME: 9.30 am - 12.30 pm

Please attempt **FOUR** questions. Question 1 in Section A and **THREE** questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **THREE** questions in your Answer Book).

SECTION A carries 40% of the marks.

SECTION B carries 60% of the marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and international examples of marketing practice)

SECTION A (40%)

1. Discuss the assertion that, in today's B2B environment, the emphasis is less on selling and more on relationship development and management.

SECTION B (60%)

2. If you were the Marketing Director for a keyboard manufacturer, whose major customers are personal computer manufacturers, how would you design an effective market research programme? Specify the key steps in the process.
3. Increasingly, much B2B activity is concentrated in the government sector. What advice would you provide to the Managing Director of a company that manufactures uniforms and is looking at the possibility of marketing military uniforms?
4. Assess the validity of the proposition that effective new product development in the B2B context should not emanate from the research and development personnel. Use examples to support your answer.

P.T.O.

5. The internet assists professional buyers to become much more knowledgeable about price. What implications does this have for an office equipment manufacturer when designing its pricing strategy?
6. Assess the role that feedback plays in the control and monitoring of B2B marketing strategy.