



Graduateship in Marketing - Stage 4

BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, 23rd AUGUST 2000. 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.

SECTION A (40%)

1. **Toro: Industrial Flavours**

- (a) Assess the extent to which you would agree with the view that family-owned businesses are constrained from achieving international growth by their inherent conservatism. Discuss this in relation to Toro.
- (b) Given that the company operates in industrial and retail market sectors, what challenges, if any, does it face when it comes to strategy formulation and implementation?
- (c) Senior management has asked you to advise them on how they should specifically manage the personal selling aspect of marketing strategy. Detail the response that you would make in this area.

P.T.O.

SECTION B (60%)

2. A colleague has expressed great cynicism about the benefits accruing from “relationship management” in the context of a manufacturer dealing with the supplier base. His argument is that any attempt to develop such a relationship is an added cost. How would you respond to this view?
3. Assess how the Internet has enhanced the business marketing manager’s ability to develop databases to be used for analysis purposes.
4. In view of the ever-increasing focus on interactive marketing, to what extent would you agree that business-to-business advertising will receive a declining share of the promotional budget?
5. Commentators agree that a cross-functional approach to innovation in business-to-business markets yields the best results. What barriers, if any, to such an approach exist that impede ultimate success?
6. In terms of controlling the industrial marketing strategy, what factors would you include in a “marketing scorecard” approach?