



Graduateship in Marketing - Stage 4

BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, 3rd MAY 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. **Dell Computer Corporation: Reformulation Strategy**

- (a) Critically assess the business strategy and corporate ethos of Dell Corporation.
- (b) You have been asked in your capacity as a marketing consultant to advise Dell Corporation on the main strategic issues that affect the plan to reintroduce the notebook computer. Detail the main points that you would cover in your presentation.
- (c) Senior management has expressed concern to you that the use of retailers negates the distinctive competency of the company. Discuss this view. Assess whether or not the notebook product can be sold through alternative channels.

P.T.O.

SECTION B (60%)

2. Some commentators argue that e-commerce will have important implications for the way in which the industrial marketing buying process will operate. What, in your view, are the main issues that industrial marketers should consider?
3. Developments in information and manufacturing technology suggest that in future manufacturers will be dealing with “segments of one.” Examine the extent to which this weakens the relevance of the traditional approaches to segmenting business-to-business markets.
4. It can be argued that industrial marketers still focus on cost as the main influencing factor when determining price. Examine how companies can move away from this “commodity mentality.” Use examples to support your line of argument.
5. For many years, critics have argued that intermediaries contribute strongly to the rising prices of goods. Would business marketers improve the level of efficiency and effectiveness in the channel by reducing as far as possible the number of intermediate links in the channel? Use examples to support your position.
6. Assess the relevance of the “balanced scorecard” as a mechanism for controlling business marketing strategy for a small manufacturer of electronic sign systems that are exported to a number of countries in Europe and whose main customers are airport, railway, bus and underground authorities.