



## Graduateship in Marketing - Stage 4

### BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, AUGUST 22, 2001. 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. **Case: Ohmeda Monitoring Systems**
  - (a) Critically assess the approach of Ohmeda with respect to new product development.
  - (b) Evaluate the options open to Ohmeda regarding the Finapres product.
  - (c) What recommendations would you make to Joe Pepper?

#### SECTION B (60%)

2. It can be argued that recent developments in the area of e-procurement seriously question the relevance of the concept of relationship marketing. How accurate is this view? Use examples to support your line of argument.

**P.T.O.**

3. A colleague has put forward the view that “segmentation, in the context of B2B markets, as we know it, is dead”. Assess the relevance of this perception in the context of a company that sells computer software applications for the financial services sector.
4. You are the Marketing Director of a company that designs and prints sales brochures and annual general reports for a wide range of clients. You feel that it would be worthwhile to book a hospitality box at Croke Park for the All Ireland Semi-Final. How would you justify this strategy to your Managing Director?
5. Dell Corporation has pioneered the concept of bypassing channel members and selling direct to the customer. What lessons can be learned from this strategy? Examine B2B sectors where such an approach would be inappropriate.
6. Discuss the appropriateness of control procedures to a small company operating in a niche sector.