



## Graduateship in Marketing - Stage 4

### BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, MAY 9, 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: Seven-Eleven Japan: Managing a Networked Organisation**
  - (a) Critically assess Japan's distribution system.
  - (b) Examine the extent to which you would agree with the proposition that Seven-Eleven's success emanates from its ability to act as information broker with the stores.
  - (c) Many commentators argue that Japanese culture facilitates the practice of relationship management in business-to-business markets. Evaluate the accuracy of this view. Do we see evidence of this happening in the case of Seven-Eleven Japan in terms of the way it manages its relationships? Could this approach be replicated in other countries?

**P.T.O.**

## **SECTION B (60%)**

2. Forecasting is, at best, a challenging task for B2B marketing executives. Examine the extent to which you would agree that information technology has reduced the associated uncertainty surrounding this task.
3. You are the Marketing Director of a medium-sized firm that manufactures disc drives. You have been invited to submit a tender to Dell Corporation. However a colleague has cautioned you against developing business with this company because it places undue pressure on its suppliers. How would you respond to this advice?
4. It can be argued that an effective supply chain depends on the full involvement of suppliers and customers. Assess the merit of this view. Use a detailed example to support your line of argument.
5. Pricing decisions are largely based on what you can get away with. In the context of B2B markets, evaluate the implications that arise from such a perception.
6. Control mechanisms and procedures often focus on sales as the critical measure of success. Is this an effective approach for a small computer software solutions company that operates in the retail sector?