



## Graduateship in Marketing - Stage 4

### BUSINESS-TO-BUSINESS MARKETING

**WEDNESDAY, AUGUST 21, 2002. 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. Developments in e-procurement have generated many benefits for companies but have also changed the way in which buyers and sellers manage their relationships. Evaluate the extent to which you would support this view. Identify some of the potential benefits and focus on how the nature of these relationships might change in the digital era. Support your line of argument with reference to relevant literature and examples.

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

2. In fast changing high-tech industries, some firms have a better record in developing new products than others. Identify the critical factors that drive the new product performance of firms.
3. Although qualitative forecasting techniques are important in the sales forecasting process in many industrial firms, the marketing manager should recognize the possible limitations of these approaches. Examine these limitations.

**P.T.O.**

4. Given the rapid rise in the cost of making industrial sales calls, should the business marketer attempt to substitute direct mail advertising or e-mail communications for personal selling wherever possible? Examine this question in the context of a manufacturer of office stationery products.
5. In the case of a modified rebuy situation, identify the factors that may trigger such a purchase. Examine the main strategy guidelines that the business marketer should follow in such a situation and the resulting strategy implications.
6. Examine whether or not the balanced scorecard system has any relevance for a medium-sized niche manufacturer of specialized surgical instruments. What alternative performance measures would you recommend?