



Graduateship in Marketing - Stage 4

BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, MAY 8, 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. Terms such as “*one to one marketing*” and “*customer relationship management*” have gained much popularity in the B2B marketing literature. What do you understand by these terms? Examine the extent to which you would agree with the view that while such relationships are enabled by technology, the enabling technology should be viewed as a means to an end, not the end itself. Use examples and references to the literature to support your line of argument.

SECTION B (60%)

2. Some business marketers organize their sales force around products; others are market-centred. What factors must be considered in selecting the most appropriate organizational arrangement for the sales force?
3. B2B markets are increasingly characterised by customisation and “*segments of one.*” To what extent would you agree with the proposition that traditional segmentation methods are becoming irrelevant? Use examples to justify your views.

P.T.O.

4. Evaluate the view that in order to move away from the commodity mentality, companies must regard their products as problem solvers and price their products on that basis.
5. In recent years, many industries have been jolted by technological change. In the context of product development, examine the steps a product strategist should take in such circumstances.
6. Assess the role of the marketing strategy centre in managing the implementation of business marketing strategies.