



Graduateship in Marketing - Stage 4

BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, AUGUST 20, 2003. 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. Some commentators put forward the view that building a brand is generally a more complicated task for a B2B than a B2C company. Examine the extent to which you would agree with this contention. Use examples to support your opinions.

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 such firms.
3. Some firms follow a single-stage segmentation approach, using macro dimensions; others use both macro dimensions and micro dimensions. As a business marketing manager, what factors would you consider when making a choice between the two methods?
4. Evaluate the proposition that careful planning is fundamental to success in the competitive bidding process.

P.T.O.

5. Evaluate how companies can make more strategic use of customers and suppliers in the context of product innovation and development.
6. The objective of profitability control is to examine where the company is making and losing money. Examine the areas that a business marketing manager should investigate under this heading.