



## Graduateship in Marketing - Stage 4

### BUSINESS-TO-BUSINESS MARKETING

WEDNESDAY, MAY 7, 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. It can be argued that creating brand loyalty is really what marketing is all about. How relevant is this perception for B2B marketing? What in your view are the key elements that make up the “brand relationship” between the company and the customer?  
Use a detailed example to support your line of argument.

#### SECTION B (60%)

2. Since the number of customers in business markets is normally smaller than in consumer markets, it might be thought that the acquisition of reliable marketing research data should be easier for the business marketer. To what extent do you believe this is true and what are the challenges of business research?
3. Uncertainty and risk are at the heart of purchasing. Examine why a supplier should focus on these issues when attempting to understand B2B buying behaviour. How can the sales team leverage their knowledge of these issues to acquire new customers?

**P.T.O.**

4. Traditionally, when managing channels it was acceptable to keep channels apart in order to reduce conflict, to use a minimum number of channels and to allocate customers to appropriate channels. How relevant is this approach in the context of B2B markets that exist today? Use examples to support your views.
5. New product development in B2B markets should not be left in the hands of the R&D people. Instead, the customer should play a central role in product design and development. Evaluate the relevance of this view.
6. Conflicts between the different business functions in a large company can lead to poor implementation of the marketing plan and strategy. Examine what systems and procedures you would utilise in order to improve the implementation process.