



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGMENT

WEDNESDAY, AUGUST 18, 2004. 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. There is a tendency on the part of theorists to assume that buyers in B2B markets adopt an objective and rational approach to decision-making. As a consequence, this influences the way that they judge competitive offerings. In the context of formulating a pricing strategy, what, in your view, are the key factors to consider?

SECTION B (60%)

2. An increasing number of manufacturers are adopting more sophisticated purchasing practices and more sophisticated inventory control systems. What are the strategic implications of these developments for manufacturers?
3. Given that trade fairs and exhibitions account for a large proportion of marketing communications expenditure in business markets, examine the reasons why there is so much debate about their effectiveness.

P.T.O.

4. Given the power and pervasiveness of Internet marketing strategies, many business marketers will probably become almost pure Internet marketers in the near future (Hutt and Speh, 2004). Critically assess this statement.
5. It can be argued that industrial product managers often see their role as one of marketing the “capability” of their firm rather than physical products. Discuss the validity of this contention.
6. In order to be effective, a firm needs a marketing – accounting information system. Examine the main components of such a system and discuss how it can be used to control a business marketing strategy.