



## EXAMINER'S REPORT

AUGUST 2004

### B2B MARKETING MANAGEMENT

#### General Comments

This paper generated a wide range of answers in terms of quality.

Overall, the papers were more focused than in previous years and for the most part, addressed the specific issues raised in each question. The weaker scripts suffered from the usual problems: poor management of time, a lack of focus, poor use of examples and so on. I urge readers to also read the May examiner's report, where these points are emphasised in greater detail.

#### Question 1

A couple of the papers got to grips with this question and demonstrated that they had researched the topic and "read around" the area. They supplemented the examination of the various influences on B2B marketing by using detailed examples in support of their views. They recognised that as well as the corporate influences, buyer's opinions are also shaped by so called "emotional" factors. The weaker scripts only partially addressed the factors that shape B2B pricing strategy.

#### Question 2

This produced variable answers. Many simply described a few factors that have projected procurement to a more strategic position in the company. The better quality answers engaged in some discussion on the concept of collaborative planning with regard to inventory and its role in JIT. The stronger answers used examples in support of the answer.

#### Question 3

This was handled in a competent fashion by students. The main advantages and disadvantages were considered in some detail. Stronger answers pondered on the relationship of trade fairs and exhibitions to other elements of the communications mix.

#### Question 4

This generated some variability in the quality of the answer. Some candidates discussed e-business model and put forward the view that pure internet marketers will not be as prevalent as was first thought by academics and consultants. They argued that face-to-face contact is still critical in many instances of B2B marketing. Stronger answers argued that in many cases, the internet provides an alternative channel or mode of doing business.

#### Question 5

Generally this was well handled, although it was not a popular question. The more capable answers engaged in some discussion on the concept of capability in the context of B2B markets and focused on the importance of the company acting as a “solutions provider”. This spawned some interesting debate and in some cases was supported by good use of examples.

**Question 6**

Very variable. Too many answers dwelt on the general issue of marketing control and neglected to consider the specific direction of the question: namely to focus on the marketing – accounting information system. This weakened many answers.