



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGEMENT

WEDNESDAY, MAY 5, 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. It can be argued that, for various reasons, the B2B customer is becoming more proactive in the relationship with the seller. Examine the validity of this view. In particular, how is it likely to impact on the pricing strategy employed by the seller? Use examples to support your argument.

SECTION B (60%)

2. One commentator has noted that *“using a forecast based on history makes as much sense as driving a car by looking in the rear view mirror. You need to be looking ahead, not back”*. (Wodarski, 1998). Critically assess this statement in the context of a supplier operating in the high technology electronics sector.
3. Examine the extent to which you would agree with the perception that the concepts and practices of Relationship Marketing are simply an extension of the effective use of the personal selling function. Use examples to support your position.

P.T.O.

4. Discuss the relevance of segmentation to B2B markets when individual customers are often so large that they have to be tackled individually by business marketers.
5. The concept of the “extended enterprise” has increased in importance in recent years. Critically examine its strategic relevance in the context of managing the supply chain in the automotive industry.
6. The control process is essential in terms of implementing marketing strategy. Examine the role of performance indicators in this exercise.