



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGEMENT

WEDNESDAY, MAY 11, 2005. 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 argue that traditional sellers in the B2B environment are relationship-focused, whereas customer-centric sellers are solution-focused. How relevant is this observation? What implications does it have for effective B2B marketing strategy implementation? Use examples to support your line of argument.

SECTION B (60%)

2. Assess the view that conducting B2B marketing research is inherently more complex and challenging than conducting consumer marketing research. Use examples to support your answer.
3. Examine the various obstacles facing B2B marketers when they are challenged with the task of implementing segmentation procedures.
4. Discuss the various ways in which a car manufacturer should evaluate and monitor its supply base.

P.T.O.

5. Many B2B products and services require a high level of personal interaction and support. These channels tend to be “high cost”. How would you convince senior management that “low cost” channels such as the Internet and telesales can play an important part in B2B marketing strategy design?

6. Examine the extent to which you would agree with the view that control systems make sense in theory, but in practice are very difficult to implement. In particular, focus on the difficulties with their implementation.