



## Graduateship in Marketing - Stage 4

### B2B MARKETING MANAGEMENT

WEDNESDAY, AUGUST 16, 2006. 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. Many commentators argue that collaborative product innovation is the best way to manage new product development. Use a detailed example to examine the extent to which you would agree with this viewpoint.

#### SECTION B (60%)

2. Critically evaluate the view that it is dangerous to apply consumer marketing segmentation techniques to B2B markets.
3. Many firms *appear* to adopt the marketing concept, but more often than not, they fail to do so. Why should this happen? Is such failure more likely to occur in B2B markets than consumer markets? Use examples to support your opinion.
4. Key account management is central to effective B2B marketing. Assess the relevance of this perception for a manufacturer of interior lighting systems operating in a global market.

**P.T.O.**

5. Examine the extent to which the B2B customer's perception of costs and benefits influences the pricing strategy of a manufacturer.
6. The marketing audit is seen as an effective attempt to assess performance. Examine the main areas that are covered in such an exercise. Assess its main weaknesses.