



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGEMENT

WEDNESDAY, MAY 17, 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. Assess the view that the key to being regarded as a high-performance company is to develop a new product development culture. In particular, focus on how you would cultivate such a philosophy in a B2B context. Use examples to support your line of argument.

SECTION B (60%)

2. Examine the proposition that the view that non-personal communications tools such as advertising have little relevance in the context of B2B marketing.
3. A colleague is about to develop a contractual agreement with several distributors in the Australian market. Examine the key issues that should be covered in such a document.
4. In B2B marketing surveys provide a mechanism for developing primary data. Select **two methods** for conducting surveys and assess their appropriateness.

P.T.O.

5. Examine the way buyers are influenced by a range of environmental considerations. Use examples to support your line of argument.
6. Ethical considerations are increasingly playing an important role in strategy considerations. What advice would you provide to a company about the role of gift-giving?