



EXAMINER'S REPORT

MAY 2006

B2B MARKETING MANAGEMENT

General Comments

The breakdown of the May examination was as follows.

A = 6%
B = 15%
C = 31%
D = 28%
E = 5%
F = 15%

This shows a failure rate of twenty per cent. This is a major improvement on previous years. It reflects the fact that students paid greater attention to the major question in Section A. The quality of answer here was superior to previous years. Perhaps it has also something to do with the introduction of the new textbook.

Question 1

Generally this was well answered. Stronger answers stressed that the NPD process is not a linear one and brings the customers and suppliers to a level of involvement at various stages. They also discussed the issue of cycle time. It was important to discuss the issue of internal communication between the various departments. Other issues deemed to be important were: new product shops, setting up an R&D department, regular customer testing research programmes and staying close to the salesforce. Collaborative working and inter and intra-enterprise teams are also important. Weaker answers treated the discussion in a superficial manner and did not get to grips with the key issues.

Question 2

The following issue needed to be more fully addressed by many of the candidates; the role of advertising.

- Creating a favourable climate with personal selling,
- Reaching inaccessible buying influences.
- Generating leads for salespeople.
- Supplementing the field sales team.
- Inform channel intermediaries.
- Stimulating derived demand.
- Projecting a favourable corporate image.

Stronger answers also addressed the issue of credibility.

Question 3

Weaker answers failed to adequately address the following issues: duration of agreement, territory/exclusivity, payment and compensation, termination, facilities and personnel, inventory, terms/conditions of sale, level of marketing support, proprietary information, level of service to be provided. Stronger answers got to grips with the main considerations and also related to the situation portrayed in the question.

Question 4

Weaker answers needed to stress that primary data needs to be separated from secondary data. Many described the techniques without providing an adequate review or assessment of their appropriateness or limitations. They also needed to link the discussion to the B2B sector.

Question 5

Strong answers correctly structured their answer around the following headings: physical, technological, economic, political, legal, ethical and cultural. Weaker answers failed to adequately address them all or indeed with any degree of detail.

Question 6

A predictable question – given the change in the syllabus this year. It was generally well answered. The better answers focused on the issue of gift-giving and introduced discussion on cultural influences – such as Guanxi. They also addressed mechanisms for assessing the appropriateness of such tactics.