



## Graduateship in Marketing - Stage 4

### B2B MARKETING MANAGMENT

WEDNESDAY, AUGUST 15, 2007. 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 or international examples of marketing practice)**

#### SECTION A (40%)

1. Managing change is a major challenge when reengineering supply chains. Critically appraise the role that marketing personnel play in this exercise.

#### SECTION B (60%)

2. Commentators often put forward the view that members of the decision-making-unit (DMU) tend to be more risk averse than consumers. Assess the validity of this observation. Discuss the ways in which these members can reduce risk in the context of their dealings with existing and potential suppliers.
3. A colleague of yours is looking carefully at the Chinese market for tractor tyres. On the basis of secondary data, she tells you that there are opportunities in that market and recommends market entry. Review the approach she has taken in making this decision.

**P.T.O.**

4. Negotiation implies power. Assess the power positions a distributor may hold when dealing with a supplier.
5. Examine what is meant by key account selling. Evaluate its appropriateness for a company that supplies specialist hospital equipment.
6. Discuss the difficulties associated with using control systems in the context of B2B marketing.