



Graduateship in Marketing - Stage 4

B2B MARKETING MANAGEMENT

WEDNESDAY, MAY 2, 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. Evaluate the view that increasingly the roles and responsibilities of the marketing and supply chain personnel are merging as companies develop 'customer-driven' supply chain strategies. Use examples to support your line of argument.

SECTION B (60%)

2. Assess the theory that proposes fundamental ideas called hypernorms, can help companies to adapt more fully to local cultures in the context of managing ethical behaviour.
3. Managing the new product development process in B2B marketing is less about the credentials of the product and more about the processes involved in bringing it to commercialisation. Assess the validity of this statement.
4. Developing reliable costs to use in pricing decisions can often be frustrating for managers. Why should this be the case? Examine the extent to which **activity-based costing (ABC)** can address this challenge.**P.T.O.**

5. Identify the main categories of member that make up the decision-making unit (DMU) in B2B markets. What advice would you provide to a new sales representative who needs to identify the relative power of each member of the DMU? Examine the role that internal politics may play in influencing the buying decision.

6. Companies often face “blocked” markets, where governments erect trade barriers to protect local industry. Evaluate the ways in which a B2B company might attempt to overcome these obstacles. Use examples to support your views.