



## Graduateship in Marketing - Stage 4

### B2B MARKETING MANAGMENT

**WEDNESDAY, AUGUST 13, 2008. 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. Most commentators agree that personal selling is one of the largest cost items in B2B markets. Examine how developments in technology can replace the need for sales-force functions. Assess the dangers of implementing this approach and identify areas where it would be appropriate. Use examples to support your line of argument.

#### **SECTION B (60%)**

2. Evaluate the main advantages and disadvantages of using the Internet for conducting marketing research in B2B markets.
3. The level of risk associated with the purchase of B2B products is an important influence on buying behaviour. Examine the implications for marketers as the level of risk increases within the prospective buying organisation. How can marketers address this issue?

**P.T.O.**

4. Various evaluation models have been proposed to help companies evaluate product concepts. How useful are these models? What, in your view, are the main factors to consider in such an exercise?
5. Business customers weigh functional, operational, financial and personal benefits against acquisition and internal costs, when making a purchase decision. To what extent do you agree with this perception? What implications arise for pricing strategy?
6. Assess the role of giving gifts to existing and potential customers in light of concerns over possible accusations of unethical behaviour. Use examples to support your answer.