



## EXAMINER'S REPORT

AUGUST 2008

### B2B MARKETING MANAGEMENT

#### General Comments

A small number of students sat this paper. It is difficult therefore to make any detailed observations based on such a small sample. The good news is that everyone passed the examination.

Overall, the students focused on the key issues identified in the questions, made appropriate use of examples and demonstrated an understanding of the relevant themes.

#### Specific Comments

##### Question 1

This question was worth forty per cent and required students to demonstrate that they had gone beyond the basic chapter in the prescribed text. Generally, students made effective use of examples and engaged with the proposition contained in the question.

##### Question 2

This was addressed in a competent manner. The more effective answers focused on some of the limitations of relying on the in the context of both secondary data collection and its use of discussion forums and blogs. Is it totally representative of the population for instance?

##### Question 3

More focus was needed on the implications of understanding the concept of risk from the marketer's perspective. A couple of the answers had a tendency to be descriptive.

##### Question 4

There was a tendency to be overly descriptive in terms of focusing on the models. More focus is needed on the factors and a couple of examples would have enhanced the quality of the answer.

##### Question 5

A couple of the answers focused on the different approaches to setting price in the B2B context. More focus was needed on the four dimensions identified in the first part of the question.

##### Question 6

This question was well handed by those who attempted it. They brought their own views to bear on the discussion and considered the various theoretical models identified in the text.