



## Graduateship in Marketing - Stage 4

### B2B MARKETING MANAGEMENT

**TUESDAY, MAY 19, 2009. 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. Examine the idea that pricing in the B2B environment is a mixture of intuition, black magic and inspiration. Make reference in particular to the relevance of the various conceptual approaches to pricing as identified in the literature. Consider your observations in the light of the present financial crisis facing businesses.

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

2. Since all organisations or member firms that comprise the business marketing channel are interested in achieving important profit goals, why does conflict often emerge in the channel and what steps can the business marketing manager take to control it? Use examples to support your point of view.
3. Examine the extent to which key account management has affected the role of personal selling.

**(P.T.O.)**

4. The internet has made available many additional secondary market research sources to companies. What advice would you give a colleague about making the most productive use of such resources?
5. Success in business markets comes from the recognition that the customer and marketer together create value in their exchanges by each providing solutions to each other's problems. Assess the extent to which you would support this view. Draw upon your understanding of organisational buying behaviour in your answer.
6. You have been asked to review your company's existing policy of giving gifts to current and potential customers. Detail the approach that you would employ in this exercise.