

OLLSCOIL NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

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SEMESTER 1 EXAMINATION 2002/2003

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B.COMM. DEGREE EXAMINATION

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**BUSINESS TO BUSINESS MARKETING**  
[MK 306]

Professor Roger Mason;  
Dr. Aidan Daly;  
Ms. Maura O'Connell

Time allowed:  
B.Comm. students: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. The interaction model of Business to Business Marketing illustrates the complex pattern of interactions between firms.  
Describe this model and show how it could be used to manage complex business relationships.
2. The focus in Business to Business Marketing is on the *product offering* rather than on the *product*.  
Examine the elements of the product offering and show how these elements are inter-related.
3. Outline the particular problems the business marketer is faced with when setting prices. How might the marketer manage price to improve profitability?
4. According to Wiley there are nine different types of business customers. Briefly outline each type and discuss the importance of having a balanced portfolio of customer types.
5. The traditional model of new product development has limited usefulness in Business to Business Marketing. Discuss.