

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 1 EXAMINATION, 2003/2004

Exam Code(s): **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 1OA, 1EM.**
Exam(s): **Third Year B.Comm. Degree.**

Mode Code(s): **MK 306**
Module(s): **BUSINESS TO BUSINESS MARKETING**

Paper No.: **1.**
Repeat Paper: _____ Special Paper: _____

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**
Mr. Ronan Pepper

Instructions: Please answer three questions.
All questions carry equal marks.

Duration: **Two hours.**
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: **Two including cover page.**
Department(s): **Marketing**

MK 306 BUSINESS TO BUSINESS MARKETING

1. Describe three ways in which the web has contributed to developments in business to business marketing.
2. Some authors argue that marketing is the same whether applied in consumer, services or business markets. Justify the study of business to business marketing.
3. Discuss the view that in business to business marketing one focus should be on the product offering rather than on the product.
4. Draw an interaction model with which you are familiar. Describe its principal elements.
5. Examine three aspects of the adoption process or the diffusion process in new product development in business markets.
6. Discuss Ford et al's argument that "an effective market strategy involves the capacity to find and enact new, more effective ways to organise activities and deploy resources and work with others whether they are customers, suppliers or development partners".