

**BUSINESS-TO-BUSINESS MARKETING.**

**PERIOD 4, SPRING, 2010**

**EXAMINATION**

**14.5.2010**

**Duration: 3 hrs**

**Instructor: Richard Owusu**

45/2 = 22.5

Answer Question 1 (compulsory question) and two of the remaining three questions (2, 3 and 4).

**1 (Compulsory question)**

Describe the similarities and differences between the business-to-business and business-to-consumer markets in the following areas: actors in the market; nature of demand; nature of market communication; nature of buying and selling. Describe two ways in which a career in business-to-business marketing could be more rewarding than in business-to-consumer marketing.

15 points.

**Choose any two questions from Questions 2, 3 and 4.**

2. Define networks according to their mode of formation and coordination. Describe and explain the actors-resources-activities (ARA) model of analysing relationships and networks. Explain your answer by using specific company and network examples.

15 points

3. Explain four advantages and four disadvantages of business relationships and networks. Are relationships and networks good or bad for business-to-business firms? Explain your answer by using specific company and network examples.

15 points

4. During class and in the textbook, we defined the *Fundamental Value Equation* as:  $V_f - P_f > V_a - P_a$ . Explain the equation. Choose a company and a product and make a value sales argument that will beat its competitor and meet a specific customer's needs.

15 points

15.75

Score  
Student  
Teacher  
Institution  
Date