

BUSINESS TO BUSINESS MARKETING (23048)

15.5.2012

3 hours

Instructor: Catharina von Koskull

Maximum amount of points are 50, and half is needed to get an accepted grade.

Please answer question 1 (compulsory) and two out of the remaining questions 2, 3 and 4.

Compulsory question

1. Use the course literature to discuss and exemplify from guest pm.s and other insights at least five central characteristics of a business relationship. (10p)

Choose two of these questions

2. Define and discuss business relationships and networks by using the actors-resources-activities (ARA) model. Illustrate your answer with examples from the course (from term papers and other insights). (20p)
3. Describe from course literature and illustrate with examples (from term papers and other insights) how business relationships evolve/develop/grow over time. (20p)
4. Discuss with the help of course literature and with examples from term papers what negative sides and problems (dark sides) business relationships may have. (20p)

Good Luck!