

BUSINESS TO BUSINESS MARKETING (23048)

13.05.2013

09:00 – 13:00

Instructor: Paul Vliio, PhD

Maximum amount of points is 40, and 50% is needed to pass the exam.

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

Compulsory question

1. Use the course literature to describe the actors-resources-activities (ARA) model and explain what it can be used for. (10p)

Choose two of the following questions

2. Discuss with the help of the course literature and explain with examples (from term papers and other insights) benefits and pros that relational relationships may have compared with transactional ones. (15p)
3. Discuss with the help of the course literature and using examples (from term papers and other insights) how value in business relationships can be understood, created, and delivered. (15p)
4. Describe how companies can suppress (prevent) the dark side of close relationships. Use the terms, concepts, and examples from the course literature and other insights. (15p)

Good luck!

