

BUSINESS TO BUSINESS MARKETING (23048)

10.06.2013

09:00 – 13:00

Instructor: Paul Viio, 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 advantages that relational relationships may have compared with transactional ones. (15p)
3. Describe and discuss reasons that can result in the dark side of close business relationships. Use the terms, concepts and examples from the course literature and other insights. (15p)
4. 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)

Good luck!

