# STUDYDADDY

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## Task: written final exam

This Assessment is a 24-hour written submission exam.

Students are required to provide a comprehensive analysis in this assessment by drawing on the various theories and cases covered during this course and through their own research. Student answers must illustrate flow and progression of ideas through critical and independent thought.

Students are required to answer four questions of their choice. The responses to the questions in word document format must be uploaded to a Turnitin folder created on the course Moodle platform. After the exam is uploaded, you will be allowed 24 hours to answer the questions. After 24 hours the exam will be closed.

### Formalities:

- Minimum word count Word count per question is: 250 words.
- Font: Arial 12 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography have to be in Harvard's citation style.

**Submission:** Week 8 – Via Moodle (Turnitin). 19th July before 24.00 hrs

**Weight:** This task is a **60 %** of your total grade for this subject.

It assesses the following learning outcomes:

- Outcome 1: Understand the theoretical concepts and best practices applied in business markets
- Outcome 2: Ability to analyze B2B customers' needs, customer experience , customer satisfaction, loyalty and lifetime-value.
- Outcome 3: Apply and analyse the different B2B systems and processes.
- Outcome 4. Understand application of the tools for B2B marketing strategy development and implementation.
- Outcome 5: Critically appreciate B2B marketing strategy assessments and developments.

**Essay questions: (Please answer any 4 questions of your choice)**

1. Describe the differences between business-to-business and consumer marketing for the following market elements: Pricing, channels, promotion, distribution, customer relationship and decision-making.

2. In B2B relationship marketing, an organization seek to establish and benefit from a long-term profitable relationship with its customers; but in what way is relationship marketing of value to the customers themselves? Discuss

3. Define the business segments addressed and positioning of your business school or marketing program. What could your school do to change or improve your target segments chosen? Your positioning?

4. One-to-one marketing has been a goal for marketers since Peppers and Rogers popularized the idea.*  One-to-one marketing is, in essence, treating each customer as a segment of one market and marketing directly to that customer.  In business-to-business marketing, how close do you think most companies can come to implementing one-to-one marketing?

5. Suppose that a start up company is offering an innovative product that management hopes will establish a new product category.  What forces will tend to lead the company to market the product through channel intermediaries rather than directly?  What characteristics of an early market will tend to lead the company to market the product directly to final customers?

## Rubrics

| | Exceptional 90-100 | Good 80-89 | Fair 70-79 | Marginal fail 60-69 |
|---|---|---|---|---|
| **Knowledge & Understanding (20%)** | Student demonstrates excellent understanding of analyzing B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches and uses vocabulary in an entirely appropriate manner. | Student demonstrates good understanding of the task and mentions some relevant concepts related to B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches and demonstrates use of the relevant vocabulary. | Student understands the task and provides minimum theory on B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches and/or some use of vocabulary. | Student understands the task and attempts to answer the question but does not mention B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches or uses minimum amount of relevant vocabulary. |
| **Application (30%)** | Student applies fully relevant knowledge from the B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches topics delivered in class. | Student applies mostly relevant knowledge from the B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches topics delivered in class. | Student applies some relevant knowledge from the B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches topics delivered in class. Misunderstanding may be evident. | Student applies little relevant knowledge from the B2B customers' needs, customer experience, customer satisfaction best practices and innovative B2B marketing approaches topics delivered in class. Misunderstands are evident. |
| **Critical Thinking (30%)** | Student critically assesses in excellent ways, drawing outstanding conclusions from relevant sources and authors. | Student critically assesses in good ways, drawing conclusions from relevant sources, authors and references. | Student provides some insights but stays on the surface of the topic. References and sources may not be relevant. | Student makes little or none critical thinking insights, does not quote appropriate sources, authors, and does not provide valid sources. |
| **Communication (20%)** | Student communicates their ideas extremely clearly and concisely, respecting slide count, grammar and spellcheck | Student communicates their ideas clearly and concisely, respecting slide count, grammar and spellcheck | Student communicates their ideas with some clarity and concision. It may be slightly over or under the slide count limit. Some misspelling errors may be evident. | Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed slide count excessively and misspelling errors are evident. |

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