Sample Essay Questions

1. Market researchers make extensive use of secondary data. What exactly is secondary data? What are the sources of secondary data typically used in business marketing? What are the pros and cons of using this information? Be as specific and comprehensive as possible in your answer.

2. Boeing and Southwest Airlines have a strong business relationship. Thinking about our discussion of relationship marketing, what is the source of that strength? Specifically, what bonds are in place to keep the relationship intact? What costs would accrue to both parties if the relationship were to fracture? Southwest flies a Boeing fleet exclusively. If Airbus is ever to sell planes to Southwest, suggest some strategies they could use.

3. We reviewed the differences between consumer marketing and business marketing. Discuss any two in as much detail as possible. Organize your answer around the various dimensions of marketing, then explain how they differ in business marketing as opposed to consumer marketing.

4. We examined qualitative and quantitative forecasting techniques. Discuss one of each in as much detail as possible, citing the general rationale for using the method, typical applications, and pros/cons to each approach. Do not discuss any of the methods we characterized as "naive" or non-systematic.