

Mid-Term Exam

Marketing Management 15.840

You have 3 hours of writing time (though you may be done in less time).

Each answer must be **300 words or less**.

Each question is worth **25%** of your grade.

You must email your completed exam back to the TA by **3:00 PM, Wednesday, March 24, 2004**.

Case: Caterpillar

1. Why does Caterpillar invest so much in its independent dealers?
 - (a) What are the benefits for Caterpillar?
 - (b) What are the benefits for their consumers?

2. (a) What are the drawbacks of this independent dealer approach for Caterpillar and for companies in general?
 - (b) Are there drawbacks for consumers?

3. (a) In general, for what kinds of products should you use Caterpillar's independent dealers approach, and why? Give examples.
 - (b) For what kinds of products **shouldn't** you use Caterpillar's independent dealers approach, and why? Give examples.

General Marketing Question

4. (a) From a marketer's perspective, what kinds of goods and services should be "bundled" and why? Give examples.
 - (b) What kinds of goods and services should **not** be "bundled" and why? Give examples.