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.