

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

JUN 2023

BUSINESS TO BUSINESS MARKETING 4

BS233

TIME: 3 Hours

INSTRUCTIONS TO STUDENTS

- 1. Answer any four questions.**
- 2. Each question carries 25 marks.**
- 3. Start each question on afresh page.**
- 4. Credit will be given for the use of relevant examples.**
- 5. No cell Phones are allowed in the Examination Room.**

QUESTION ONE

Explain the implications of technology adoption life cycle to a business marketer?

[25 Marks]

QUESTION TWO

Research suggests that the greater the salesperson's satisfaction, the greater the customer satisfaction. Discuss the steps that can be taken by a Marketing Manager to nurture and sustain job satisfaction in the sales force.

[25 Marks]

QUESTION THREE

'Direct mailing in Business to Business Marketing is a waste of time.' Discuss.

[25 Marks]

QUESTION FOUR

Discuss the impact of positioning in the context of Business-to-Business Marketing.

[25 Marks]

QUESTION FIVE

Describe the process of channel disintermediation and its impact to an online trader

[25 Marks]

QUESTION SIX

Explain why most of the strategic plans fail in Business to Business Marketing
[25 Marks]

END OF PAPER