

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

JUN 2024

BUSINESS TO BUSINESS MARKETING I

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

a) The Karelian Manufacturing Corporation has experienced a rather large decline in sales for its component parts. Latham Belndish, Vice President of Marketing, believes that 'a 10 percent price cut may get things going again.'

(a) Examine the factors that should be considered by Latham before reducing the price of the components? **[15 Marks]**

b) Explain the organisational factors that affect purchasing decisions or buying decisions?

[10 Marks]

QUESTION TWO

Discuss **five (5)** ethical related issues considered to be important in Business-to-Business marketing. **[25 Marks]**

QUESTION THREE

Explain the Business to Business buying process, clearly showing how it differs from a consumer buying process.

[25 Marks]

QUESTION FOUR

Discuss the strategic implication of **five (5)** forces model to a business marketer
[25 Marks]

QUESTION FIVE

Examine **five (5)** roles of actors that can be involved in the decision-making unit, making reference to Webster and Wind (1972).
[25 Marks]

QUESTION SIX

Explain why firms pursue Key Account Management (KAM) strategies. [25 Marks]

END OF PAPER