

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF MARKETING**

BUSINESS TO BUSINESS MARKETING 2

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 principal methods of macro-segmentation used in a Business-to-Business Marketing? [25 Marks]

#### **QUESTION TWO**

Discuss how a business marketer may use the concentration ratio to craft Business to Business strategies and tactics. [25 Marks]

#### **QUESTION THREE**

Consumer products are frequently classified as convenience, shopping, or specialty goods. This classification system is based on how consumers shop for particular products. Examine whether this classification scheme could apply equally well in the business marketing environment? [25 Marks]

#### **QUESTION FOUR**

Discuss five (5) ethical related issues that have an impact on the Business-to-Business marketing. [25 Marks]

#### **QUESTION FIVE**

Discuss the impact of the recent trends in Industrial Marketing [25 Marks]

### **QUESTION SIX**

Examine the four sets of variables that have an influence on the buying decision making process in a firm. **[25 Marks]**

*END OF PAPER*