

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS TO BUSINESS MARKETING -CBU 4103

FINAL EXAMINATION – APRIL 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **four** (4) questions
- (ii) All questions carry **25** marks each

QUESTION 1

Some people maintain that the distinction between consumer marketing are unjustified and that the similarities between the two markets are more useful in developing marketing knowledge. Discuss. **[25 Marks]**

QUESTION 2

Compare and contrast the buying process from an organisational perspective to that of consumer buying, highlighting areas of similarity as well as key differences. **[25 Marks]**

QUESTION 3

What are the major differences would you expect to find in the work activities of a business to business Marketing Manager and consumer goods Marketing Manager? **[25 Marks]**

QUESTION 4

Webster and Wind (1972b) suggests that the final decision of a buying centre is dependent on the influences exerted on four spheres: The firms' environment

- (a) The organization
- (b) The buying team (DMU/BC)
- (c) The individual

For each of these elements, illustrate how each of them affect the buyer behaviour of members of the buying centre. **[25 Marks]**

QUESTION 6

‘ A business marketer who identifies organizational screening requirements and the salient evaluative criteria of individual buying centre members can make informed product-design and communication decisions.’ Discuss the methods that a buying organization can use to evaluate potential suppliers, their capabilities and performance. **[25 Marks]**

QUESTION 7

How might the development of relationship marketing by a company operating in industrial markets be seen as a competitive tool in an increasing complex environment. **[25 Marks]**

QUESTION 8

Using Hakansson (1982) Interaction model, discuss the series of episodes and interactions that define buyer-seller relationships. **[25Marks]**

END OF EXAMINATION