

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS TO BUSINESS – CBU 4103

FINAL EXAMINATION - AUGUST 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

QUESTION 1

- a) Compare and contrast the consumer buying decision process with the business (industrial) buying decision process. **[20 Marks]**
- b) Are the differences significant enough to call for different marketing approaches? **[5 Marks]**

QUESTION 2

If you are selling in both the commercial and government markets, could you employ a single marketing strategy? Explain your answer. **[25 Marks]**

QUESTION 3

Using your organisation or any other of your choice, identify the participants of the buying centre for one of your purchases, justify the relevance of those participants and highlight each one's likely key evaluation. **[25 Marks]**

QUESTION 4

Commenting on the decision-making process, a senior executive of a manufacturing and distribution company noted, "Sometimes the process is ugly and bloody, it is not pretty to watch, but the results are not bad" why do various groups and individuals embrace conflicting positions during the purchasing decision process and how is consensus ever achieved?

[25 Marks]

QUESTION 5

Organisational buyers are subject to many pressures other than the basic commercial ones. Discuss these pressures showing their impact on the buyer's decision making process.

[25 Marks]

QUESTION 6

A marketing of a business to business organisation demonstrates the critical importance of relationship management skills as the manager has to interact with other functional areas and representatives from both and supplier organisations.

a) What is the strategic significance of such relationships?

[15 Marks]

b) What are some of the problems associated with relationship marketing

[10 Marks]

QUESTION 7

What strategies can you use to ensure that relationships remain sustainable and mutually beneficial?

[25 Marks]

END OF EXAMINATION