



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING
MANAGEMENT**

PART I FIRST SEMESTER EXAMINATION

BUSINESS TO BUSINESS MARKETING [BMA 2104]

SEPTEMBER 2023

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

QUESTION 1

Discuss the importance of market analysis of business to business markets. [25 MARKS]

QUESTION 2

- a. Explain the process of business to business market opportunity identification. [10 MARKS]
- b. Discuss the major buying centre roles in an organisation. [15 MARKS]

QUESTION 3

Write short notes on:

Derived demand	[5 MARKS]
Integrated marketing communication	[5 MARKS]
Cooperate advertising	[5 MARKS]
Pricing strategy	[5 MARKS]
Relationship marketing	[5 MARKS]

QUESTION 4

Using relevant examples explain the concept of relationship marketing and its phases. [25 MARKS]

QUESTION 5

- a. Explain the stages of the business to business decision making process [12 MARKS]
- b. Discuss different approaches in developing new products [13 MARKS]

QUESTION 6

Explain the process and strategies while evaluating competitive threat to an organisation [25 MARKS]

END OF EXAMINATION PAPER