



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE: CMA 401
COURSE TITLE: BUSINESS TO BUSINESS MARKETING
DURATION: 3 hours
DATE: 11 AUG 2021

INSTRUCTIONS TO CANDIDATES

1. No cellphones are allowed in the examination room
2. Answer any four questions
3. Begin each question on a new page
4. The number of marks for each question or part question is shown in brackets []

Question 1

Explain how a business market differs from a consumer market in terms of marketing practice.

[25 Marks]

Question 2

Assess the strategic role of the following in business to business marketing.

- (i) The accelerator effect [8]
- (ii) The market concentration ratio [8]
- (iii) Reverse elasticity. [9]

[25 Marks]

Question 3

Assess Keller's (2003) Consumer based brand Equity Model in a business to business context.

[25 Marks]

Question 4

Discuss the following components of the Industrial Marketing and Purchasing Interaction (IMP) model.

- a) Environment [9]
- b) Atmosphere [8]
- c) Interaction process. [8]

[25 Marks]

Question 5

Discuss market segmentation, targeting and positioning in the context of business to business marketing.

[25 Marks]

END OF PAPER