



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA401
COURSE TITLE : BUSINESS TO BUSINESS MARKETING
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 4.2
DATE : 11 NOV 2019

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** 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

Evaluate arguments for and against collaboration in B2B markets. [25]

Question 2

“Penetrating B2B markets is a tedious process.” Evaluate this statement with respect to the critical success factors required to serve business and industrial markets. [25]

Question 3

- a) Identify and briefly describe any 5 market segmentation variables for B2B markets. [15]
- b) Use a perceptual map to illustrate the positioning on an industrial product on two identified variables. [10]

Question 4

- a) Identify and evaluate key issues that determine buyer-seller relationships. [12]
- b) Outline the strategic role of personal selling in customer relationship management. [13]

Question 5

- a) B2B markets are characterised by complexity, volatility and inelastic demand. Evaluate this statement with reference to B2B organisation of your choice. [12]
- b) Outline strategies that a market leader, market follower and market challenger can adopt to enhance their competitive position in a B2B context [13]

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