



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
SPECIAL REQUIREMENTS: NONE
DURATION : 3 HOURS
LEVEL : 4.2
DATE : 01 JUL 2022

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer question one and any three questions
3. Credit will be given for use of relevant examples.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

QUESTION ONE

(COMPULSORY CASE STUDY)

Aside from the requirement that organisations should run their operations in the most economical, efficient and effective manner possible to increase performance, today, there is an increasing insistence on the need for organisations to be ethical as well. Within the business framework, there is a clear relationship between corporate activities and other stakeholders within and outside the organisation. In corporate relationships, it seems reasonable to expect that operating organisations should serve different stakeholders in an ethical manner. A corporation should engage with its internal and external stakeholders to determine its current ethical reputation amongst the stakeholders, as well as what their ethical expectations are of that organisation (Rossouw, 2010c:165). Thus, under the corporate governance requirements, a corporation should account for its ethical performance and duly report it to relevant stakeholders.

In the wake of various corporate scandals and amid increasing concern about environmental sustainability issues, there has been a great deal of debate regarding the applicability of business ethics in the modern business age. The discussion on this topic was recently highlighted with the failures of giant corporations such as Enron, WorldCom and Parmalat, largely due to corporate governance issues (West, 2009:12). Recently, there has also been a corporate environmental scandal involving BP (British Petroleum), when oil spilled into the Atlantic Ocean in the Gulf of Mexico. As many as 5 000 barrels of oil a day spilled into the ocean waters, threatening the US and Mexican coastal areas and causing environmental alarm (BBC News, 2010a). The state of Florida declared the incident a state of emergency. As a response to the oil spill, the US administration banned oil drilling in new areas on the US coast while the cause of the oil spill off the Louisiana coast was being investigated. Following such experiences, many parties interested in business activities have begun looking more closely, at how corporations are supposed to behave in their operations and have begun to incorporate these considerations in their frameworks. This has led to a renewed emphasis on business ethics considerations. Ethical issues are usually debated in terms of corporate governance, environmental degradation and global warming, corporate social responsibility, and corporate conscienceness (Kleine & Von Hauff, 2009; Nakano, 2007:163).

Business Ethics and cooperate governance (2015), University of Pretoria

Required :

- a) Discuss ethical issues in purchasing that are related to Business-to-Business marketing.
[25 Marks]

QUESTION TWO

- a) Explain why firms pursue key account management strategies. [10 marks]
b) Explain how they identify their key accounts. [10 marks]
c) What risks may be encountered with key account strategies? [5 marks]

QUESTION THREE

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

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

QUESTION FOUR

Discuss the factors that influence pricing in business-to-business marketing. [25 Marks]

QUESTION FIVE

Assess Keller's (2003) Consumer-based Brand Equity Model in a business to business. context
[25 Marks]

END OF PAPER