



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
LEVEL: 4.2
DATE: 29 NOV 2022

INSTRUCTIONS TO CANDIDATES

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

Question 1

Cisco Telepresence: The “As if you were there” Technology.

Research demonstrates that visual clues—such as raising an eyebrow or slumping the shoulders—comprise more than 50 percent of the information conveyed in a conversation. Unfortunately, until now, video technologies failed to provide the necessary fidelity to transmit these revealing clues effectively. However, Cisco Systems has created a two-way video communications system that preserves all those important nuances, in the process pioneering a new form of digital communications that rivals the effectiveness of in-person meetings. Twenty-five patents are pending for the Cisco TelePresence “as if you were there” technology. One industry analyst observed that video conferencing is like riding a 10-speed bike while TelePresence is like driving a Ferrari.

Benefits

By reducing the need for in-person face-to-face meetings, organizations can reap significant benefits from reduced travel costs, greater productivity, and better relationships with customers and partners. For global companies, executive travel is disruptive, costly, and time-consuming. Why travel to meet in person if you can communicate just as effectively through TelePresence?

The Price Tag

The Cisco TelePresence 3000 costs approximately \$300,000 for each installation, or room, plus additional support costs. By contrast, the Cisco TelePresence 1000 is priced at \$80,000 per room. As the price of key TelePresence technologies, such as plasma screens and broadband connections, will almost certainly continue to decline rapidly, Cisco believes that the system will enjoy a wider array of applications, making it affordable for more organizations and even for individuals from home.

Required:

a) Using the technology life cycle as a framework, propose particular marketing strategies that Cisco might employ to “cross the chasm, the bowling alley the Tornado and the main stream”

(20)

b) Identify particular market segments that Cisco might target for the TelePresence product. (5)

[25 Marks]

Question 2

“Individuals not organizations make buying decisions.” Critically evaluate this statement explaining why product perception and evaluation criteria often differ between organizations and among organizational members who comprise the buying center.

[25 Marks]

Question 3

The ANB Manufacturing Corporation has experienced a rather large decline in sales for its component parts. Audrey Bow, vice president of marketing, believes that a 10 percent price cut may get things going again. Comment on the validity or otherwise of her belief?.

[25 Marks]

Question 4

“Business to business buying process differs from a consumer buying process.” Critically evaluate this statement.

[25 Marks]

Question 5

There is an ethical trend towards buyer-seller relationships in business-to-business marketing. How might the company evaluate ethical issues in purchasing that are related to Business-to-Business?

[25 Marks]