

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS TO BUSINESS MARKETING

COURSE CODE: CMA401

DURATION: 3 HOURS

29 NOVEMBER 2018

INSTRUCTIONS TO CANDIDATES

16. No cell phones are allowed in the examination venue.
17. Answer ANY FOUR questions
18. Begin each question on a new page.
19. The number of marks allocated to each question or part question is shown in brackets
20. All questions carry twenty five marks

1. Analyse market structure differences between B2B and B2C markets (25 marks)

2. Buyer decision making process in B2B is more rational in its approach. Discuss. (25 marks)

3. With reference to four competitive positions, evaluate B2B strategies that can be implemented to improve market competitiveness. (25 marks)

4. Evaluate arguments for and against collaboration I 122 B2B markets. (25 marks)

5. Penetrating B2B markets is a tedious process. Evaluate this statement with respect to the requirements and specifications expected to successfully serve business and industrial markets. (25 marks)

*****END OF THE PAPER*****