



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 341

COURSE TITLE: BUSINESS TO BUSINESS MARKETING

DATE: _____

TIME: _____

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

QUESTION 1 (30 MARKS)

- (a) Define Business to Business marketing (5 marks)
- (b) What are the major characteristics that distinguish Business to Business marketing from consumer marketing. Explain using examples (10 marks)
- (c) Discuss the various market structural differences between Business to Business marketing and consumer marketing (15 marks)

QUESTION 2 (20 MARKS)

- (a) Outline and explain the major buying situations in a Business (5 marks)
- (b) How can a Business to Business Manager make use of the changing technology to increase the industrial from market offering (10 marks)

QUESTION 3 (20 MARKS)

- (a) Explain the various steps used in a Business to Business procurement process(10 marks)
- (b) What do you understand by organizational buying (3 marks)
- (c) You are appointed as Business to Business marketing executive of a Bungoma Logistic Company and you are required to sell your services to Mumias Sugar Company. Describe the seven steps you will use in achieving your goal (7 marks)

QUESTION 4 (20 MARKS)

Briefly describe the major influences on Business to Business buying giving examples

(20 marks)