



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**BUSINESS TO BUSINESS MARKETING**

**HMKT 208**

**PART 2 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Examine how Business-to-business (B2B) Marketing differs from ordinary Business-to-consumer (B2C) Marketing in a Zimbabwean context. [25 Marks]
2. Citing relevant examples, explain the importance of studying the business environment. [25 Marks]
3. Analyse the role of the buying centre (Decision Making Unit DMU) in an organization. [25 Marks]
4. Assess the reliability of any four sources of marketing information to a company engaging in business-to-business marketing. [25 Marks]
5. Discuss the benefits of conducting business-to-business research to a company of your choice in Zimbabwe. [25marks]
6. Examine the role of business ethics in developing Business to Business marketing strategy in Zimbabwe. [25 Marks]

**END OF PAPER**