



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 321: BUSINESS TO BUSINESS MARKETING

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Discuss the key differences between B2B and B2C marketing. What are their similarities? **[10 marks]**
- b) Write brief notes explaining the main characteristics and membership of the decision-making unit. **[10 marks]**
- c) Describe the three major trends affecting B2B marketing. **[10 marks]**
- Q2. Discuss the strategic implications arising from the PLC. **[20 marks]**
- Q3. a) Evaluate the key differences and similarities associated with both organisational and consumer buyer behaviour. **[10 marks]**
- b) Discuss how Exhibitions/Trade Fairs can be effective B2B communication tools. **[10 marks]**
- Q4. a) What are the main differences between B2B and B2C marketing communications? **[10 marks]**
- b) Compare the marketer's and the salespeople's activities. **[10 marks]**

END