



(University of Choice)
**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

MAIN EXAMINATION

**FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN AGRIBUSINESS AND MARKETING
ODEL**

COURSE CODE: BCA/BSCB 341

COURSE TITLE: BUSINESS TO BUSINESS MARKETING

DATE: 23/4/2024

Time: 8-10 AM

INSTRUCTIONS TO CANDIDATES

Instructions: Answer ALL questions in 1 and any two questions

QUESTION ONE

(30 MARKS)

- a) Outline four aspects of marketing (4marks)
- b) State three conditions that must be met in business to business marketing (3marks)
- c) Outline four types of risks associated with purchase of goods and services (4marks)
- d) State and briefly explain the three micro environmental factors that affect B2B (3marks)
- e) Distinguish between a need and want (2marks)
- f) State the four orientations of marketing (4marks)
- g) Briefly explain the concept of business to business marketing (4marks)
- h) Why is marketing important? (3marks)
- i) Outline the importance of market research (3marks)

QUESTION TWO

(20MARKS)

- a) Briefly explain the concept of market research (4marks)
- b) Explain the importance of market research (4marks)
- c) Discuss the process of market research (12marks)

QUESTION THREE

(20MARKS)

Discuss the process of business to business marketing

QUESTION FOUR

(20MARKS)

Business to business marketing environment plays an important role. Discuss

