Scott Christian UNIVERSITY
A Dynamic Centre of Academic Excellence

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINSTRATION

UNIT CODE/NAME: BBA 310 BUSINESS TO BUSINESS MARKETING

January – April 2021/2022 Special Exams - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

a) Briefly discuss the stages of buyer decision process that a customer may go through when purchasing a vehicle (10 marks)

b) Explain any five factors affecting pricing decisions in an organization (10 marks)

c) Highlight the five bases of segmenting a market for a particular product of your choice (5 marks)

d) Briefly explain the five concepts of marketing (5 marks)

QUESTION TWO

a) Discuss the promotional mix elements used in marketing communication (10 marks)

b) Explain the expanded 3 P's of marketing (3 marks)

c) List down the four channels of distribution used by organizations (2 marks)

QUESTION THREE

a) Illustrate the different classifications of consumer goods (5 marks)

b) Discuss the product life cycle a product goes through in its life time (10 marks)

QUESTION FOUR

a) Discus the Boston Consulting Group Product portfolio analysis as used to analyze the performance of products in the market (10 marks)

b) Explain the micro environmental factors that influence marketing activities (5 marks)