



**FACULTY OF BUSINESS MANAGEMENT**  
**END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: BBA**

**YEAR/SEM: YEAR 3/SEMESTER 2**

**COURSE CODE: MKT 3204**

**NAME: BUSINESS TO BUSINESS MARKETING**

**DATE: 2025-04-25**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A Section A is Compulsory**

### **Question 1:**

#### **Case Study: Revitalizing Sales at XYZ Beverage Company**

##### **Company Background:**

XYZ Beverage Company is a well-established player in the beverage industry, specializing in manufacturing a variety of soft drinks, juices, and energy drinks. The company has been in business for 15 years and has built relationships with several large retailers and wholesalers.

Despite its strong product line and long-standing presence in the market, XYZ Beverage Company has been struggling to break even over the past two years. Profit margins are shrinking, and the company's sales figures are lower than expected.

XYZ Beverage Company primarily operates in the Business-to-Business (B2B) market, focusing on bulk sales to distributors, large retail chains, and foodservice providers. However, increasing competition, changing consumer preferences, and a lack of innovation have led to the company's current financial difficulties. The company's traditional marketing and distribution channels are no longer as effective, and XYZ is failing to gain traction in the growing B2B market.

##### **Problem:**

Several challenges are contributing to XYZ's failure to break even:

##### **Questions:**

- a) How can XYZ Beverage Company innovate its product offerings to meet the changing demands of consumers and stand out in a competitive B2B beverage market? (10 Marks)
  - b) What B2B sales strategies can XYZ adopt to strengthen relationships with existing distributors and attract new retail clients? (10 Marks)
  - c) How should XYZ refresh its marketing strategy to improve brand positioning and create a strong presence in the B2B market? (10 Marks)
  - d) What steps can XYZ take to make its pricing competitive without sacrificing profit margins, and how can it communicate its value proposition to clients effectively? (10 Marks)

## **Section B Answer any three Questions**

### **Question 1:**

**How does B2B content marketing differ from B2C content marketing? (20 marks)**

### **Question 2:**

**What is "Customer Relationship Management" (CRM) in B2B marketing, and why is it important? (20 marks)**

### **Question 3:**

**Discuss the importance of market segmentation in B2B marketing and how it is implemented. (20 marks)**

### **Question 4:**

**Explain the concept of "Account-Based Marketing (ABM)" and its key benefits. (20 marks)**

**Question 5:**

**What is the significance of “Competitive Analysis” in B2B marketing? (20 marks)**

**Question 6:**

**Explain the role of "Trade Shows" in B2B marketing. (20 marks)**