



**ASSIGNMENT 1ST SEMESTER : BUSINESS-TO-BUSINESS
MARKETING (BBM)
BUSINESS-TO-BUSINESS
MARKETING (BBM 101)**

CHAPTERS COVERED : CHAPTERS 2, 3 AND 6

DUE DATE : 3:00 p.m. 20 MARCH 2012

TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of each page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za, on Friday, 4 May 2012.

Answer **ALL** the questions

QUESTION 1 – The Web and Business-to-Business Marketing [30]

Some businesses-to-business marketers have embraced the web and mobile technology to enhance their marketing strategies and communication.

- 1.1 In a general discussion, using an example of a company that is leading the way with web and mobile marketing, explain how it is being used as either a stand alone communication channel or an integrated communication mix. **(10)**
- 1.2 Using the company you have selected, discuss the advantages they may experience in using web and mobile marketing in the way that they are. **(10)**
- 1.3 Do you think that this form of marketing has replaced traditional marketing for them in any way? **(10)**

QUESTION 2 – Customer Dialogue [20]

There are five stages in the relationship building process. Draw the Relationship Development Process Diagram and using a practical example, explain and discuss **(IN YOUR OWN WORDS)** each stage in the order in which they occur.

QUESTION 3 [20]

You are a buyer employed at a national clothing retailer and you are responsible for buying clothing for retail to the mass market in South Africa. Using the buying determinants theory, discuss the factors that will most probably influence your buying behaviour.

QUESTION 4 [20]

Discuss how organisations in business markets go about developing a marketing strategy and formulating a marketing plan using the following tools:

- 4.1 Conducting a SWOT analysis **(5)**
- 4.2 Analysing competition while considering the five forces **(15)**

PRESENTATION [10]

ASSIGNMENT TOTAL: 100