

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL  
DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING**

**MAIN PAPER**

**BMM322: INDUSTRIAL MARKETING**

**PSM411: BUSINESS TO BUSINESS MARKETING**

**INTAKE 23: FOURTH YEAR SECOND SEMESTER**

**DATE: TIME: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **1** and any other **two**

## Question 1

### BASF Suppling Value

Car manufacturers have for a long time faced many problems associated with paint finishes. Difficulties occur with evenness of the finish, colour matching and toning plus issues concerning preparation and application processes and technologies and all associated costs. BASF add value for their customers by overcoming the problems associated with paint finishes. BASF developed a paint-free film moulding process which enables the production of exterior car body parts that no longer require painting. Coated or coloured plastic films ensure that exterior car bodies are an identical shade. Films of special BASF plastics are moulded exactly into the shape specified by the customer and then insert-moulded using specially developed plastics. For the roof of the Smart car, for example, BASF were able to develop the first large exterior body part in which areas of glass and plastic components appear to be made in one piece, demonstrated by the way the black-tinted sunroof sits perfectly in the surrounding high-gloss plastic film.

Launched in partnership with DaimlerChrysler in Rastatt, Germany, in 1997, the system has been adopted by other car manufacturers. For example, VW, Audi, Ford and Renault are involved and have appointed BASF to take process responsibility with regard to materials and stock management as well as coordination of external and internal logistics.

Furthermore, BASF inspect incoming goods, organise and supervise suppliers, and are responsible for colour management, quality control of materials and processes and analyses.

BASF not only add superior value by overcoming many of the paint-associated technical problems experienced by car manufacturers' but have also reduced their customers' material and process costs, improved quality and now contribute by managing their customers' logistics and material handling requirements.

**Source:** Adapted from [www.berichte.basf.de/en/2002/jahresbericht/wertschaffen/?id=V00-oFhpw4O0xbir.x](http://www.berichte.basf.de/en/2002/jahresbericht/wertschaffen/?id=V00-oFhpw4O0xbir.x)- (Accessed 10 November 2020.)

### Required:

- a) Discuss the importance of Information Exchange in meeting customer's needs in business markets. [20]
- b) Elaborate on the significance of understanding customer specifications to the Marketer. [20]

## Question 2

Explore the role of pricing in business markets. [20]

**Question 3**

Discuss the importance of customer classification in industrial markets. [20]

**Question 4**

Evaluate the different types of buying situations that organisations face. [20]

**Question 5**

Examine factors influencing distribution channel decisions in business markets. [20]

**Question 6**

“Sales force training is critical for business success”. Discuss. [20]

**END**