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market consists of the

following three

components: a.

commercial enterprises,

resellers, and

government. 2.

Concerning

manufacturing

customers, the business

market is: a.

concentrated by size. b.

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1—A Business

Marketing Perspective

MULTIPLE CHOICE

1. The business market consists of the following three components: a.

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resellers, and

government. b.

manufacturers,

institutions, and defense.

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1.1 Why B2B is

different Upon

completion of these

exercises student should

be able to state the

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reason WHY B2B marketing is different from B2C – the intended use of the product (usage purpose) and the intended consumer / buyer (target market)-with varying levels of conceptual, critical thinking or creative support.

CHAPTER 1

Michael D. Hutt (PhD,

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Michigan State University) is the Ford Motor Company Distinguished Professor Emeritus of Marketing at the W. P. Carey School of Business, Arizona State University. He has also held faculty positions at Miami University (Ohio) and the University of Vermont.

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