



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 409: INDUSTRIAL MARKETING

DATE: 14/12/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

Read the following case carefully and answer Question One that follows.

SuperTech Engineering Group

SuperTech Engineering Group produces automotive components which it sells directly and indirectly to major automotive manufacturers. It recognises that its future is critically dependent on not only its customers but also its supplier and distribution networks. The Marketing Director is anxious to gain a more detailed understanding about likely future consumer buying patterns and the impact of these on the organisation. She has requested that specific research data is gathered on projections for customer future spending plans (amounts of money spent and volumes of purchases). She has also instructed that all Marketing Managers must conduct a detailed analysis to ensure that all elements of the marketing mix are fully coordinated and meet the needs of clearly identified customer segments. It is imperative that messaging is clear and consistent. Like all business functions, the Marketing Department is under pressure to achieve significant cost reductions, whilst supporting revenue growth. If successful, SuperTech Engineering Group will achieve its key business goal.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Describe the five participants in the buyer/seller interface that SuperTech Engineering Group could be dealing with. (10 marks)
- (b) One of the key stakeholder that SuperTech Engineering Group did business with was Suppliers. Explain the basis on which the company evaluated its suppliers. (10 marks)
- (c) SuperTech Engineering Group focuses on segmenting its market. Explain any five micro variables that the company may have considered in segmenting its market. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Industrial markets are distinguished from Consumer market on various dimensions. Explain any five general differences. (10 marks)
- (b) Assume that you are working in a manufacturing firm that manufactures beauty products. Examine the buying situations that the firm will be faced with under the following circumstances:
 - (i) When the firm is buying a manufacturing equipment that it has never bought before. (3 marks)
 - (ii) When the firm is making a routine purchase of chemicals that it has always bought. (3 marks)
- (c) Describe any two characteristics of business demand. (4 marks)

QUESTION THREE (20 MARKS)

- (a) Like consumer buyers, organizational buyers also have their characteristics. Discuss any five of them. (10 marks)
- (b) Rycana Industrial Company has been facing a lot of turbulence from different categories of the environment. The management is considering using strategies to stabilize its operations. Identify and give an analysis of the three strategies to be considered in doing this. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Industrial markets and consumer markets are differentiated on diverse dimensions. Explain any five general differences between these two types of markets (10 marks)
- (b) Analyze the buying center roles in organizational buying. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Explain the five types of business demand. (5 marks)
- (b) Examine briefly **any two** methods that can be used to evaluate suppliers. (5 marks)
- (c) Explain **any five** importance of product knowledge to the sales force. (10 marks)