



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 409: INDUSTRIAL MARKETING

DATE:

TIME:

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Explain any five basis on which suppliers are evaluated (10 marks)
- (b) “Market segmentation is a liability to business organizations”. Explain your argument against this statement using any five reasons. (10 marks)
- (c) Industrial markets are distinguished from Consumer market on various dimensions. Evaluate any five general differences. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Assume that you are working in a manufacturing firm that manufactures beauty products. Discuss 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)

- (b) Like consumer products, business to business goods and services are also classified. Describe any five classification of business to business products. (10 marks)
- (c) Explain any two characteristics of business demand. (4 marks)

QUESTION THREE (20 MARKS)

- (a) Analyze the five forces that determine the intensive long-run attractiveness a market segment. (10 marks)
- (b) Describe the participants in the interface level of a firm's industrial marketing environment. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Organizations go through a series of stages before they finally buy a product of their need. Analyze these stages. (12 marks)
- (b) Evaluate any four components of a firm's Decision Making Unit (DMU). (8 marks)

QUESTION FIVE (20 MARKS)

- (a) Explain any two characteristics of organizational buyers. (5 marks)
- (b) Describe any two methods that can be used to evaluate suppliers. (5 marks)
- (c) Analyze any five importance of product knowledge to the sales force. (10 marks)