



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 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: 7/5/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS: Attempt Question ONE and any other TWO questions

Question one (compulsory) (30 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. Discuss any five classification of business to business products. (10 marks)
- c) Discuss any two characteristics of business demand. (4 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the basis on which suppliers are evaluated (10 marks)
- b) Industrial markets are distinguished from Consumer market on various dimensions. Discuss any five general differences. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the five forces that determine the intensive long-run attractiveness of a market segment. (10 marks)
- b) Discuss 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 finally buying an item of their need. Discuss. (12 marks)
- b) Discuss any four components of a firm's Decision-Making Unit (DMU). (8 marks)

QUESTION FIVE (20 MARKS)

- a) "Market segmentations is a liability to business organizations". Discuss your argument against this statement, (10 marks)
- b) Explain any five importance of product knowledge to the sales force. (10 marks)