



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:

TIME:

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)