



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

SCIENCES

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF
COMMERCE

BBA 409: INDUSTRIAL MARKETING

Date: 3/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE

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

-QUESTION TWO

- 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 THREE

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

QUESTION FOUR

- 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 DMU. (8 marks)

QUESTION FIVE

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