



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF

COMMERCE

BBA 409: INDUSTRIAL MARKETING

DATE: 13/12/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer 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)
- (d) Discuss the basis on which suppliers are evaluated. (10 marks)

QUESTION TWO (20 MARKS)

- (a) “Market segmentations is a liability to business organizations”. Discuss your argument against this statement, (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 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 buy an item of their need. Discuss. (12 marks)
- (b) Discuss any four components of a firm’s Decision Making Unit. (8 marks)

QUESTION FIVE (20 MARKS)

- (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)