



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE**

BBA 409: INDUSTRIAL MARKETING

DATE: Friday, 24th November, 2017

TIME: 2.00 p.m. - 4.00 p.m.

INSTRUCTIONS:

Answer Question 1 and any other TWO Questions.

QUESTION ONE

- (i) Use relevant examples to distinguish these concepts:
 - (a) Industrial goods,
 - (b) Industrial marketing,
 - (c) Consumer marketing,
 - (d) Idea screening (10 Marks)
- (ii) Explain the nature of demand of business goods and services. (5 Marks)
- (iii) Services are characterized by features that distinguish them from products with their attendant business marketing implications. Discuss these characteristics. (5 Marks)
- (iv) Contrast characteristics of organizational markets and consumer markets. (10 Marks)

QUESTION TWO

Outline the main participants in industrial markets. (20 Marks)

QUESTION THREE

The buying process for industrial products and services is complex, extensive and involves several individuals, functions and procedures. Explain the nature of Organizational buying process. (20 Marks)

QUESTION FOUR

Using a company in East Africa as a reference, discuss the importance of decision making unit (DMU) in industrial marketing. (20 Marks)

QUESTION FIVE

Industrial goods and services can be conveniently classified into three broad groups, they are; Materials and parts, Capital Items, and Supplies and services. Describe the aspects of each category using relevant examples. (20 Marks)