



# MACHAKOS UNIVERSITY

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## SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT UNIVERSITY EXAMINATIONS

**BBA 409: INDUSTRIAL MARKETING**

**SEP-DEC, 2022 SEMESTER**

**Instructions:** Answer Question ONE and any other TWO Questions.

**Time:** 2 Hours

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### Question 1

- (a) Explain any five basis on which suppliers are evaluated [10 Marks]
- (b) “Market segmentation is a liability to business organizations”. Explain your argument against this statement using any five reasons. [10 Marks]
- (c) Industrial markets are distinguished from Consumer market on various dimensions. Evaluate any five general differences. [10Marks]

### Question 2

- (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:
- When the firm is buying a manufacturing equipment that it has never bought before. [3 marks]
  - 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. Describe any five classification of business to business products. [10 Marks]
- (c) Explain any two characteristics of business demand. [4 marks]

### Question 3

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

### Question 4

- (a) Organizations go through a series of stages before they finally buy a product of their need. Analyze these stages. [12 Marks]

(b) Evaluate any four components of a firm's Decision Making Unit (DMU). [8 Marks]

**Question 5**

(a) Explain any two characteristics of organizational buyers. [5 Marks]

(b) Describe any two methods that can be used to evaluate suppliers. [5 Marks]

(c) Analyze any five importance of product knowledge to the sales force. [10 marks]