



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business and Social Studies***

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION  
BACHELOR OF COMMERCE

**BMK 4305: INDUSTRIAL MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES: APRIL 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

***This paper consists of Two printed pages***

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**QUESTION 1 (Compulsory)**

- a) Discuss the strategies an industrial marketer may apply in managing industrial environment. **(15 marks)**
- b) Describe the variables which affect the buying decision making process in a firm as guided by the Webster and Wind Model of organizational buying behaviour. **(15 marks)**

**QUESTION 2**

- a) Discuss the guidelines that are followed while adopting the “win-win” style of negotiation with industrial customers. **(14 marks)**
- b) Why should industrial firms be concerned with demographic influences? **(6 marks)**

### **QUESTION 3**

- a) Identify and explain the sources of channel conflicts in industrial marketing. **(12 marks)**
- b) Discuss the government, activities that influence the industrial marketing environment. **(8 marks)**

### **QUESTION 4**

- a) Unlike consumer markets, industrial markets buyer behaviour involves a team of members which constitute decision making unit (DMU). Identify and explain the roles a DMU. **(12 marks)**
- b) Explain how industrial products and services are classified. **(8 marks)**

### **QUESTION 5**

- a) Discuss the characteristics of industrial services and their marketing implications. **(10 marks)**
- b) What is the role of marketing in an organization? **(10 marks)**