



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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

QUESTION 1 (Compulsory)

- a) Why should industrial firms be concerned with demographic influence. **(6 marks)**
- b) Differentiate between transactional marketing and relational marketing. **(4 marks)**
- c) With relevant examples, clearly differentiate the industrial and consumer market characteristics. **(20 marks)**

QUESTION 2

- a) Discuss the strategies an industrial marketer need to apply in managing industrial environment. **(14 marks)**
- b) Identify and explain various ways internal channel conflicts can be controlled or managed. **(6 marks)**

QUESTION 3

- a) Identify key members of buying centre in buying organization. **(10 marks)**
- b) Discuss the government activities that influence the industrial marketing environment. **(10 marks)**

QUESTION 4

- a) i) Explain why the “win-win” style is recommended while negotiating with customers. **(3 marks)**
ii) What guidelines are followed to adopt this style? **(14 marks)**
- b) Discuss briefly the concept of post-sales service. **(3 marks)**

QUESTION 5

- a) Discuss the industrial buyer behaviour as demonstrated by the Sheth Model. **(14 marks)**
- b) Identify and explain factors responsible for success of new industrial products. **(6 marks)**