



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
BMK 4305: INDUSTRIAL MARKETING
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 5 May 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Industrial markets are different from consumer markets. Highlight five unique characteristics of industrial markets. (10 marks)
- b) Distinguish five participants and their roles in B2B buying process. (10 marks)
- c) Technology is critical in B2B marketing. Elucidate four limitations of the electronic data interface. (8 marks)
- d) Describe one type of an industrial good traded in B2B markets. (2 marks)

Question TWO

- a) Discuss three trends being experiencing in industrial marketing. (6 marks)
- b) Justify four difficulties experienced in rendering technical assistance. (8 marks)
- c) Elucidate three differences between industrial market and consumer market structure. (6 marks)

Question THREE

- a) Franchising is among the B2B enterprises. Explain five obligations and restrictions on the franchisee. (10 marks)
- b) Highlight five differences between industrial marketing research and consumer marketing research. (10 marks)

Question FOUR

- a) Describe five strategies that can be applied to a product in its growth stage. (10 marks)
- b) Outline five internal information sources, industrial marketing research studies. (10 marks)

Question FIVE

- a) Explain three types of demands in industrial marketing. (6 marks)
- b) Highlight three characteristics on which industrial markets may be segmented. (6 marks)
- c) Discuss four ways of balancing the customer's desired level of relationship against the profitability using the marketing portfolio approach. (8 marks)