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

SPECIAL/SUPPLEMENTARY EXAMINATION

TIME:2HOURS

DATE: Jul2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

a) Industrial markets are different from consumer markets. Justify. [10 marks]

b) Explain FIVE criteria considered in segmenting industrial markets. [10 marks]

c) Once an industrial product is manufactured, it's taken to the market. Discuss FIVE market testing methods for industrial goods. [10marks]

Question TWO

a) Explain five benefits of trade shows and fairs in industrial marketing. [10 marks]

b) Outline the steps in value analysis as developed by General Electric (GE). [10 marks]

Question THREE

a) Outline the steps in systematic marketing research process. [10 marks]

b) Describe five factors influencing an organizational buying behavior. [10 marks]

Question FOUR

a) Explain Five paperless ways e-commerce employs to exchange business information. [10 marks]

b) Elucidate Five strategies used to market a product in its maturity stage. [10 marks]

Question FIVE

a) Describe three types of industrial demand. [6 marks]

b) Discuss Five factors considered when choosing a befitting distributor. [10 marks]

c) Outline two situations that make guarantees most effective. [4 marks]