



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4305: INDUSTRIAL MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER 2014

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
This paper consists of Two printed pages
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QUESTION 1 (Compulsory)

- a) Briefly distinguish between consumer and industrial marketing using **FIVE** key marketing areas. **(10 marks)**
- b) Marketing to government and commercial markets requires a totally different approach. Expound on this statement. **(10 marks)**
- c) Explain briefly how joint and derived demand affect marketing in B2B markets. **(10 marks)**

QUESTION 2

B2B Managers can exert pressure over their target markets and even competitors. However, the managers can only sit and observe what the macro environmental factors can offer them. Discuss in details this statement. **(20 marks)**

QUESTION 3

- a) In depth interview and non-probability sampling techniques are two of the most commonly used methods in B2B research. Explain each of these methods showing where they are applicable and their key limitations. **(15 marks)**
- b) Briefly discuss the concept of value analysis as recommended by G.E in B2 marketing. **(5 marks)**

QUESTION 4

- a) Prof. Sheth Jagdish developed a model for analyzing consumer behaviour in B2B markets. As a student of marketing critically evaluate this model in the context of Kenyan market. **(16 marks)**
- b) Highlight **FOUR** main roles played by trade fairs in B2B marketing. **(4 marks)**

QUESTION 5

- a) Micheal Porter's Model is one of the commonly used in developing strategies at business level unit. Briefly discuss the **THREE** options a firm may adopt. **(10 marks)**
- b) Distinguish between logistics and supply chain management. **(5 marks)**
- c) Explain the concept of JIT (Just In Time) and its major effect in B2B marketing. **(5 marks)**