



OFFICE OF THE DEPUTY CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 332

COURSE TITLE: INDUSTRIAL MARKETING

DATE: 5TH DECEMBER 2023

TIME: 9.00 TO 12.00 P.M

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN EXAM

BBM 332: INDUSTRIAL MARKETING

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question ONE and any other TWO questions.*
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.*
- iii. Do not write on the question paper.*

QUESTION ONE (30 MARKS)

- a) The many types of industrial customers demand varying types of industrial products. Discuss (10 marks)
- b) What role does the government have towards accelerating industrial development (10 marks)
- c) Discuss the characteristics of the organization buying process (10 marks)

QUESTION TWO (20 MARKS)

- a. Distinguish the differences between a consumer market and business market as concepts used in industrial marketing (10 marks)
- b. Consumer buying is not an event rather than a process. Clearly expound on this statement (10 marks)

QUESTION THREE (20 MARKS)

- a. Distinguish between business markets and consumer markets (4 marks)
- b. Explain the factors that affect consumer behavior (6 marks)
- c. Market structures can be classified based on competition levels and nature of markets. Expound on this statement. (10 marks)

QUESTION FOUR (20 MARKS)

- a. Building a relationship in a highly competitive market requires the need to manage buyer-seller relationship. Discuss the types of Buyer-Seller relationship (10 marks)
- b. Discuss the role of government in accelerating industrial development (10 marks)

QUESTION FIVE (20 MARKS)

- a. There are many different ways that businesses can segment industrial customers. Explain the types of industrial segmentation (10 marks)
- b. Discuss several benefits to using industrial segmentation in marketing efforts (10 marks)