



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR THREE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 332

COURSE TITLE: INDUSTRIAL MARKETING

EXAMINATION DURATION: 3 HOURS

DATE: 26/09/17

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Describe the meaning of industrial product **[3 marks]**
- (b) Discuss the role of government in industrial marketing process **[10 marks]**
- (c) Clearly explain the main factors considered during segmentation of industrial markets **[8 marks]**
- (d) What do you understand by scenario planning and why should be done **[4 marks]**

QUESTION TWO

- (a) What do you understand by the following;
 - i. Market structure **[3 marks]**
 - ii. Customer loyalty **[3 marks]**
- (b) Discuss six factors the design of a market structure **[9 marks]**

QUESTION THREE

- (a) Explain the meaning of branding **[3 marks]**
- (b) Discuss the importance of branding of industrial products **[12 marks]**

QUESTION FOUR

- (a) Distinguish between industrial product and commodity market **[3 marks]**
- (b) Describe six factors that influence the design of industrial products **[12 marks]**

QUESTION FIVE

- (a) Describe the meaning of organizational buying behavior **[3 marks]**
- (b) Clearly explain the main characteristics of organizational buyer behavior **[12 marks]**

QUESTION SIX

- (a) Clearly analyze the various types of organizational decisions **[10 marks]**
- (b) Highlight the common types of buying situations **[5 marks]**

