



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**THIRD YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 13<sup>th</sup> August, 2024  
Time: 11.30am – 1.30pm

**KBA 312 INDUSTRIAL MARKETING**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

The COVID-19 pandemic has had an unprecedented effect on society and the economy, to the contrary, it has helped repair some environmental damage. Digitalization is the answer to the quarantine policy so that industries can still market their products. Online marketing strategies consolidate website, search engine marketing, social marketing, content marketing, electronic marketing (e-mail), mobile marketing and banner advertising. E-marketing makes it easy for industries to provide accurate, attractive, and useful information to their customers.

The success of social media adoption has helped industries to be able to rise from adversity. Research on the successful adoption by industries of social media is essential because the success of organizations in adopting information technology can have an impact on the sustainability of industries and can further sustain the economy of the country.

- a) Discuss in details the importance of embracing promotions in marketing by the industries in the wake of covid-19 pandemic. (10 Marks)
- b) Discuss the reason why it's important to study industrial marketing. (10 Marks)
- c) Discuss the factors that influence industrial purchases. (10 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss in details the role of individuals during the buying process. (10 Marks)
- b) Discuss the stages of organization buying process. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the various basis of segmenting industrial marketing. (10 Marks)
- b) Discuss in ethical dilemmas industrial salesmen face. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Briefly discuss various sales approaches that are used by salesmen while selling industrial goods. (10 Marks)
- b) Briefly discuss the differences between industrial marketing and consumer marketing. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain the factors that determine and shape pricing strategies in industrial marketing. (10 Marks)
- b) Discuss in details the communication strategies and objectives in industrial marketing. (10 Marks)