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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 20th April, 2023
Time: 11.30am –1.30pm

KBA 319 - INDUSTRIAL MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: ABC CORPORATION

ABC Corporation is a manufacturer of industrial equipment for the chemical, petrochemical, and oil refining industries. The company has been in business for over 50 years and has a strong reputation for producing high-quality, reliable equipment. However, in recent years, ABC Corporation has seen a decline in sales due to increased competition from overseas manufacturers and changes in industry regulations. The company's management team is now looking for ways to revitalize their sales and marketing efforts to remain competitive in the marketplace.

Required:

- a) What is industrial marketing, and how does it differ from consumer marketing?
(6Marks)
- b) What challenges does ABC Corporation face in the current marketplace?
(6 Marks)
- c) What strategies could ABC Corporation use to revitalize its sales and marketing efforts?
(6 Marks)
- d) Suggest benefits of marketing to ABC Corporation management board.
(6 Marks)
- e) ABC Corporation is operating in a dynamic industrial marketing environment. Describe the macro marketing factors which you think may influence marketing strategies formulated by ABC Corporation
(6 Marks)

QUESTION TWO (20 MARKS)

- a) Highlight benefits of segmenting industrial markets. (4 Marks)
- b) Industrial buying is viewed as a systems process. Discuss factors that influence industrial buying behavior. (8 Marks)
- c) Industrial marketing is not the same as consumer marketing. Describe differences between consumer marketing and industrial marketing (8 Marks)

QUESTION THREE (20 MARKS)

- a) Enumerate marketing philosophies that guide industrial marketing decisions. (4 Marks)
- b) Examine the various research instrument which marketers can use to collect information from consumers concerning industrial goods. (8 Marks)
- c) With the help of a diagram, discuss the product life cycle of industrial goods. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Highlight ethical issues in industrial marketing. (4 Marks)
- b) Discuss the buying center roles in industrial buying situations. (8 Marks)
- c) Price is the amount of money, goods, or services that is required to acquire a certain product or service. Explain industrial pricing strategies. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) List advantages of digital marketing to companies producing industrial goods and services (4 Marks)
- b) Companies can use direct and indirect distribution channels. Discuss factors companies consider when selecting channels of distributing industrial goods and services. (8 Marks)
- c) Segmentation is regarded as a dividing the entire market into smaller units displaying common features. Explain bases for segmenting industrial markets. (8 Marks)