

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 324: BUSINESS SECTOR MARKETING

STREAMS: BCOM Y3S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2012

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

Answer question One and any other three questions.
Be clear and to the point.
Use legible hand writing.
Do not write anything on the question paper.

- Q1. Chuka Universal Traders Association has sought your help to describe the following:
- (a) The components of a well developed strategy. [7 marks]
 - (b) The ways in which the company can increase its probability of success in the market place. [5 marks]
 - (c) The functions of a product manager in an industrial goods company. [7 marks]
 - (d) Some likely behaviour of non marketing oriented service companies. [6 marks]
- Q2. The Kenya National Chamber of Commerce and Industry – Chuka branch has invited you to address the members as follows:
- (a) Explain the major characteristics of firms practicing the marketing orientation. [3 marks]
 - (b) Explain the variable elements in the marketing mix to be considered in making a positioning analysis. [12 marks]

- Q3. MauMau United Company has contracted you as their marketing expert.
- (a) Explain to them the problems that limit the usefulness of the 4P's of marketing mix concept in the marketing of services. [7 marks]
 - (b) Explain the approach to adopt to present the product element in a service product mix. [4 marks]
 - (c) Describe how you would reduce the risk of intangibility in the marketing of a pure service. [4 marks]
- Q4. Using your expertise in Business Sector Marketing, explain the following to newly recruited management trainees in your company:
- (a) The factors involved in a distribution plan of an industrial goods company.[4 marks]
 - (b) The areas of differences in setting of prices for physical goods and services. [3 marks]
 - (c) The possible scope of a Corporate strategy, Business strategy and Marketing strategy. [8 marks]
- Q5. The Marketing Society of Kenya – Chuka branch is hosting its annual general meeting. You are required to prepare notes explaining to them the following:
- (a) The factors that mediate marketing's strategic role. [4 marks]
 - (b) The elements that are considered in undertaking a market analysis in preparation of a marketing strategy. [6 marks]
 - (c) Factors to consider in direct marketing as a strategic option in industrial goods marketing and the important benefits of the approach. [5 marks]
-