



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING OPTION) WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 411: INDUSTRIAL MARKETING

Date: 29th November, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE.



QUESTION ONE

- a) Broadly discuss the various categories of industrial products with relevant examples. (10 mks)
- b) Industrial markets manifest great disparity from consumer markets. Identify and explain the unique features of an industrial market with relevant examples. (10 mks)
- c) Explain the similarities between Industrial and consumer markets (10mks)

QUESTION TWO

- a) Discuss the composition and role of buying center members (10 mks)
- b) Describe the industrial buyer Purchase Decision Process. (10 mks)

QUESTION THREE

- a) Examine the core factors to be considered while segmenting an industrial market. (10 mks)
- b) Discuss the Industrial Market Demand characteristics with relevant examples. (10 mks)

QUESTION FOUR

- a) Discuss the concept of marketing mix in relation to industrial products. (10 mks)
- b) Elaborate on the relevance of relationship marketing to an industrial buyer. (10 mks)

QUESTION FIVE

- a) Examine the industrial marketing environment showing its influence to the marketing operations. (10 mks)
- b) 'With the liberalization of Kenya's economy in the 1990s, it has offered both threats and opportunities to industrial market players.' Ventilate this statement. (10 mks)