



(The University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY SPECIAL/SUPPLEMENTARY
EXAMINATIONS
2019/2020 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE
COURSE CODE: BCB 341
COURSE TITLE: BUSINESS TO BUSINESS MARKETING**

DATE: MONDAY, 1ST AUGUST 2022 TIME: 8:00 – 10:00AM

INSTRUCTIONS TO CANDIDATES

- Question one is compulsory. Attempt any two questions

TIME: 2HOURS

This Paper Consists of 3 Printed Pages. Please Turn Over ►

QUESTION ONE

- a) Business marketers use the buy-grid model to portray the steps businesses go through in making purchase decisions. Elucidate in details the buying situation types in business marketing (6 Marks)
- b) Marketing planning is a prerequisite in business to business marketing. Discuss the key issues that should be addressed in industrial marketing planning (8 Marks)
- c) In details, expound on the factors influencing business to business pricing decisions in a competitive environment (8 Marks)
- d) Describe the various steps that are involved in channel design in business to business marketing (8 Marks)

QUESTION TWO

- a) Discuss the factors an industrial marketing strategy should take into account in establishing the company's position in a particular market (8 Marks)
- b) Discuss the functions and responsibilities of distributors in business to business marketing (8 Marks)
- c) Why is industrial marketing a prerequisite as course for marketing students at MMUST (4 Marks)

QUESTION THREE

- a) Discuss the criteria which industrial marketers should consider in evaluating available channel alternatives in business to business marketing (6 Marks)
- b) Describe the key types of industrial intermediaries found in business to business marketing (8 Marks)
- c) A firm must set a price for the first time when it develops a new product, when it introduces its regular products into a new distribution channel or geographical area and when it enters bids on a new contract work. Discuss the major industrial pricing decisions (7 Marks)

QUESTION FOUR

- a) If distributors of a manufacturing company were not cooperative, what kinds of power can the manufacturer draw on to elicit cooperation from the distributors (6 Marks)
- b) Assess the implication of the product life cycle (PLC) concept in business to business strategic marketing planning (8 Marks)

- c) Discuss the characteristics of industrial marketing Vs consumer marketing (7 Marks)

QUESTION FIVE

- a) Four competing philosophies influence and organization's marketing activities. These philosophies are commonly referred to as production, sales, marketing and societal orientations. Give a description of each (8 Marks)
- b) Industrial marketers serve four different main key categories of customers. Discuss them in details (8 Marketing)
- c) What are the key issues a marketer would need to address while developing a promotion strategy for a firm (4 Marks)

