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

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
SECOND YEAR SEMESTER ONE**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS  
FOR THE**

**DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBA 214:**

**COURSE TITLE: INDUSTRIAL MARKETING**

**DATE: TUESDAY, 2<sup>ND</sup> AUGUST 2022 TIME : 2:00 – 4:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer Question ONE (**compulsory**) and any other TWO questions

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

**This Paper Consists of 2 Printed Pages. Please Turn Over.**

QUESTION: ONE

- a) Distinguish between " industrial marketing " and "consumer marketing." (10 marks)
- b) Summarize the four types of industrial markets as applied in industrial marketing. (10 marks)
- c) Outline the advantages of industrial promotional campaigns to a company. (10marks)

QUESTION : TWO

- a) Describe the steps in industrial buying process that companies have to adopt when making decisions to buy supplies and materials. ( 10marks)
- b) Highlight the factors that influence organizational buying behavior. ( 10 marks)

QUESTION: THREE

- a) Analyse the concept of decision making process as used in industrial marketing.(10marks)
- b) Outline the factors used in industrial segmentation. (10 marks)

QUESTION: FOUR

- a) Outline the steps in industrial new product development planning process. (10marks)
- b) Show the reasons that force organizations to develop new products. (10marks)

QUESTION: FIVE

- a) Examine the various pricing objectives that firms are likely to adopt. (10marks)
- b) Describe the ways through which organizations use to distribute products on the market. (10marks)