



(University of Choice)

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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**MAIN EXAMINATIONS**

**FOR THE DEGREE**

**OF**

**BACHELOR OF COMMERCE /SCIENCE ACCOUNTING**

**COURSE CODE: BCB 341**

**COURSE TITLE: BUSINESS TO BUSINESS MARKETING**

**DATE: FRIDAY, 14<sup>TH</sup> APRIL 2023    TIME: 3:00 - 5:00PM**

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**INSTRUCTIONS TO CANDIDATES**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

**TIME: 2HOURS**

MMUST observes ZERO tolerance to examination cheating

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

### **QUESTION ONE**

- 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 (6 Marks)
- b) 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)
- c) A well designed business to business marketing distribution channels though has several benefits, it is not the ultimate for the manufacturers. There are several differences and problems that still exist between the manufacturers and the distributors due to various simple and intricate reasons. Expound these intricate reasons in details (6 Marks)
- d) Marketing planning is a prerequisite in business to business marketing. Discuss the key issues that should be addressed in industrial marketing planning (6 Marks)
- e) In details, expound on the factors influencing business to business pricing decisions in a competitive environment (6 Marks)

### **QUESTION TWO**

- a) Discuss the functions and responsibilities of distributors in business to business marketing (8 Marks)
- b) Discuss the factors an industrial marketing strategy should take into account in establishing the company's position in a particular market (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) Industrial market intelligence is important if an organization is to build its competitiveness. How would a marketing manager of a learning institution like MMUST improve on the quality of an existing Marketing Intelligence system (6 Marks)

- c) Describe the key types of industrial intermediaries found in business to business marketing (8 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) Describe the various steps that are involved in channel design in business to business marketing (8 Marks)

#### **QUESTION FIVE**

- a) Industrial marketers serve four different main key categories of customers. Discuss them in details (8 Marketing)
- b) What are the key issues a marketer would need to address while developing a promotion strategy for a firm (4 Marks)
- c) Discuss the characteristics of industrial marketing Vs consumer marketing (8 Marks)