(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE
OF
BACHELOR OF COMMERCE

COURSE CODE: BCB 341

COURSE TITLE: BUSINESS TO BUSINESS MARKETING/INDUSTRIAL MARKETING

DATE: FRIDAY 12TH APRIL 2024 **TIME: 3.00- 5.00 PM**

INSTRUCTIONS TO CANDIDATES
Answer question **ONE** 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) Industrial market intelligence is important if an organization is to build its competitiveness. With reference to the above statement, evaluate how a B2B marketing manager can improve on the quality of an existing marketing intelligence system (6 Marks)

b) Suggest the powers a manufacturer can use to elicit cooperation from uncooperative distributors (6 Marks)

c) Examine the buying situational types businesses go through in making their purchase decisions (6 Marks)

d) Summarize the implications of emergency of ecommerce platforms on business to business marketing (6 Marks)

e) Analyze **SIX** purchasing objectives/buying motivations of a business to business customer (6 Marks)

QUESTION TWO

a) Summarize the key issues that should be addressed in industrial marketing planning (10 Marks)

b) Analyze **FIVE** factors influencing business to business pricing decisions in a competitive environment (10 Marks)

QUESTION THREE

a) Examine the criteria industrial marketers should consider in evaluating available channel alternatives in business to business marketing (10 Marks)

b) Suggest the key types of industrial intermediaries found in business to business marketing (10 Marks)

QUESTION FOUR

a) Assess the implication of the product life cycle (PLC) concept in business to business strategic marketing planning (10 Marks)

b) Discuss the key differences between Business to Business (B2B) and Business to Consumer (B2C) markets (10 Marks)

QUESTION FIVE

a) With reference to business to business marketing, describe the classifications of business to business (B2B) goods (10 Marks)

b) Analyze in details the phases of business decision making process in business to business marketing (10 Marks)