

UNIVERSITY EXAMINATION

CHUKA



UNIVERSITY

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
BCOM 327: BUSINESS SECTOR MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 01/11/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.
- Do not write anything on the question paper.

Q1. You are required to help strengthen the Business Sector function among the marketing team in your company by undertaking the following:

- a) The “influence leaders” and their role in industrial marketing. **(5 marks)**
- b) Justify why a new product will require a separate marketing plan **(5 Marks)**
- c) You are required to the participants the major characteristics of firms with marketing oriented management. **(12 marks)**
- d) An industrial marketer faced with a declining market for a product can adopt a multi-faceted program which can involve **(8 Marks)**

Q2. . Support the management of Chuka Greens Ltd by clarifying the following to their agents:

- a) Analyse the factors that influence distribution channel configuration **(10 Marks)**
- b) What areas of concern from the perspective of industrial product strategy formulation would you advice industrial companies to be aware of as they aim to attain differential advantage? **(10 Marks)**

Q3 Participate in a seminar organized by Young Traders PLC by addressing the following:

a) Identify the kind of support a strategic business unit (SBU) can receive from corporate level management **(6 Marks)**

b) Reasons why firms are not always in close touch with their market environment include.

(9

Marks)

c) When a service is performed, no ownership is transferred from the seller to the buyer. Discuss. **(5 Marks).**

Q4. Undertake the tasks below in support of an induction programme in your department:

a) An industrial product is utilitarian. Discuss **(3 Marks)**

b) Reasons as to why the 4 P's of marketing mix is considered too limited in their application to marketing of services. **(5 marks)**

c) Determine the advantages the company will derive from the use of agents in its distribution set up. **(12 marks)**
