

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF COMMERCE**

**BCOM 327: BUSINESS SECTOR MARKETING**

**STREAMS: BCOM Y3 S1**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 24/3/2021**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

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

- Q1. Using your expertise in Business Sector Marketing, undertake the following tasks:
- a) Analyse the factors that influence distribution channels configuration for industrial products. [10 Marks]
  - b) Provide a basis for presenting tangibility of a service. [10 Marks]
  - c) Distinguish the problems that limit the usefulness of the 4P's of marketing mix concept to services. [5 Marks]
  - d) Describe the hierarchy of interrelated strategies for most multiunit organizations. [5 Marks]
- Q2. The management of Chuka Consumer Produce Ltd request you explain to their senior management the following in regard to Business Sector Marketing.
- a) The customer services the industrial company must consider offering as it plans for success in the market place. [10 Marks]
  - b) The ways in which the company can increase its probability of success in the market place. [10 Marks]

Marks]

Q3. Your Marketing Manager requires you to induct newly recruited employees into the Business Sector Marketing discipline as follows:

a) Differentiate between the components or set of issues contained in a well-developed strategy. [10 Marks]

b) Elucidate on the recent developments in the market place that are affecting the strategic role of marketing in organizations. [5 Marks]

c) Distinguish between the factors the 4 Ps fails to recognize but are used by marketing manager in the service sector to design their service output. [5 Marks]

Q4. Your company has appointed you leader of a team tasked with strengthening the Business Sector Marketing function of the company. Support the team by undertaking the following:

a) Determine the advantages the company will derive from the use of agents in its distribution set up. [12 Marks]

b) Distinguish between the unique characteristics of the industrial marketing process. [8 Marks]

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