

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 327: BUSINESS SECTOR MARKETING

STREAMS: BCOM (Y3S1)

TIME: 2 HOURS

DAY/DATE: FRIDAY 07/12/2018

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. Your Head of Department requires you to undertake the following during the next meeting:
- (a) Expound on the unique characteristics that distinguish industrial marketing from consumer goods marketing [8 marks]
 - (b) Justify why it may be advisable to use an own sales force instead of agents for industrial products [6 marks]
 - (c) Recommend to marketers how they can provide tangible evidence for services [8 marks]
 - (d) Specify the important issues you have to consider while developing a strategy to ensure a sustainable competitive advantage [8 marks]
- Q2. As the Marketing Manager of Nithi Industrial Complex, assist the company management as follows:
- (a) Clarify the requirements that are likely to evolve once in industrial sales representative interacts with the buyers and industrial designers [12 marks]

(b) Based on your expertise on industrial marketing, offer recommendations on five distribution alternatives to companies with five differing distribution needs [8 marks]

Q3. As an expert in Industrial Marketing working in the Ministry of Industrialization:

(a) Distinguish between the elements of the overall environment that are to be included in an analysis necessary to provide the foundation of a good strategic marketing plan [8 marks]

(b) Establish the series of steps you would follow to determine a desirable strategy that would yield differential advantage for different industrial product market combinations [12 marks]

Q4. Your assistance as a member of the Progressive Members Association is required as follows:

(a) Expound on the points of convergence between physical goods and services marketing [9 marks]

(b) Distinguish between the positions held by Economists represented by Adams Smith and those represented by Alfred Marshall regarding services [5 marks]

(c) Provide details of the exceptional circumstances under which a firm may succeed without adopting the marketing management philosophy [6 marks]
