

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THARAKA CAMPUS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 324: BUSINESS SECTOR MARKETING

STREAMS: BCOM Y3

TIME: 2 HOURS

DAY/DATE: TUESDAY 06/08/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question one (1) and any other two questions
- Do not write on question paper

QUESTION ONE

Stella runs a fashion and design business in Chuka Town. The demand for her products has increased over time. She wants to sub-divide her fashions based on a number of variables. She wants to have an outlet for ladies, men and children. She does not understand the concept of market segmentation and she has approached you as a bachelor of commerce student to explain to her the following;

- Explain the meaning of market segmentation. (2 marks)
- The criteria of segmenting business markets. (8 marks)
- Bases for segmenting markets. (10 marks)
- Explain to Stella how she could motivate her clientele to buy more of her products. (10 marks)

QUESTION TWO

- Describe the process of relationship marketing and business marketing. (10 marks)

- (b) Business buying behaviour can be influenced by a number of factors. Explain the influence of the buying centre factors and individual factors on buyer behaviour. (10 marks)

QUESTION THREE

- (a) Distinguish between New task, straight rebuy and modified rebuy as used in business marketing. (10 marks)
- (b) Describe the steps taken in business buying process. (10 marks)

QUESTION FOUR

- (a) Explain any five differences between business to business and business to consumer marketing. (10 marks)
- (b) Discuss the phases involved in the relationship development model in business firms. (10 marks)
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