

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BCOM 327: BUSINESS SECTOR MARKETING**

**STREAMS: BCOM**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**11.30 PM – 1.30 PM**

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**INSTRUCTIONS:**

- **Answer Question One and any other Two Questions**
  - **Do not write anything on the question paper**
1. As the marketing team leader, support your members by undertaking the following:
    - (a) Describe the functions of a designated product manager in industrial companies. [10 marks]
    - (b) Identify the goals of corporate, business and marketing strategies. [5 marks]
    - (c) Describe the additional Ps in an extended marketing mix for services. [10 marks]
    - (d) Expound on a programme you would recommend for an industrial customer faced with a declining market. [5 marks]
  2. The management of Kangutu Growers Ltd require your support as follows:
    - (a) Based on your expertise in industrial marketing, specify the services required for success of an industrial company. [12 marks]
    - (b) Recommend the strategies the company can adopt for the existing product mix. [8 marks]
  3. Use your recently acquired skills in Business Sector Marketing to undertake the following:

- (a) Analyse the factors that influence distribution channel configuration. [10 marks]
  - (b) Expound on the distinguishing characteristics of strategic marketing. [10 marks]
4. Your marketing manager require you to undertake the following tasks:
- (a) Clarify the relevance of strategic marketing in a turbulent market. [4 marks]
  - (b) Distinguish between industrial and consumer customers in regard to ultimate users, advertising and product applications. [7 marks]
- (c) Identify the key components of corporate, business and marketing strategies in regard to
- (i) Scope
  - (ii) Allocation of resources
  - (iii) Sources of synergy [9 marks]
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