

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 324: BUSINESS SECTOR MARKETING

STREAMS: Y3S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

Q1. As team leader of your company's Marketing Strategists, undertake the following:

- a) Clarify the requirements that are likely to evolve once an industrial sales representative interacts with the buyers and industrial designers. **(12Marks)**
- b) Distinguish between the positions held by Economist represented by Adam Smith and those represented by Alfred Marshall regarding services. **(5 Marks)**
- c) When a service is performed, no ownership is transferred from the seller to the buyer. Discuss. **(5 Marks)**
- d) Expound on the unique characteristics that distinguish industrial marketing from consumer goods marketing. **(8 Marks)**

Q2. Use your expertise in Business Sector Marketing to undertake the following:

- a) Based on your expertise on industrial marketing, offer recommendation on five distribution alternative to companies with five differing distribution needs. **(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)**

Q3. The Marketing Society of Kenya requires you to address their members on the following:

- a) Justify why it may be advisable to use an own sales force instead of agents for industrial products. **(6 Marks)**
- b) Recommend to marketers how they can provide tangible evidence for services **(8 Marks)**
- c) Provide details of the exceptional circumstances under which a firm may succeed without adopting the marketing management philosophy. **(6 Marks).**

Q4. The Chuka New Packers Association requires your assistance on the following:

- a) Specify the important issues you have to consider while developing a strategy to ensure a sustainable competitive advantage. **(8 Marks)**
 - b) Based on your expertise in industrial marketing, specify the services required for success of an industrial company. **(12 Marks).**
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