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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 9th April, 2019
Time: 8.30am – 10.3am

KBA 319 - INDUSTRIAL MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Recently, Toyota Limited launched a partnership with NIC bank to finance Suzuki models in Kenya. This also marked partnership between Toyota Kenya and Suzuki Motor Corporation to make Toyota Kenya the second distributor in the country.

Required:

- i) Discuss the environmental forces influencing the merger (7 Marks)
 - ii) Discuss how you would evaluate market segments in a car industry (6 Marks)
 - iii) As a result of the merger, various products undergo new developments. Using appropriate models, discuss (7 Marks)
 - iv) Differentiate between consumer and industrial marketing (6 Marks)
- b) Industry suppliers have a say in industry operations in the event they satisfy certain conditions, explain this conditions (4 Marks)

QUESTION TWO (20 MARKS)

- a) In the bid to curb the increase of many competitors in an industries, most existing firms in the industry engage in establishment of entry barriers. Discuss. (10 Marks)
- b) Suppose a new marketer approached you to understand product behaviour in the market place over time before making his/her investment decision on your firm, using an appropriate model to justify your case. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Industrial buying is tailor made and as a result most marketers opt for nested approach during market segmentation. Argue for and against use of this technique in industrial segmentation. (10 Marks)
- b) Suppose you and your course mates have decided to venture into manufacturing in the cotton sector that has faced near death in Kenya history, would market research still be relevant before veturing? Justify your answer. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Juma had recently entered the cheese market in Kenya and is considering to develop an industrial strategic plan for his business. Suppose he approached you to advise him on the specific issues to be addressed in the strategic plan, advice. (10 Marks)
- b) Compare and contrast the industrial and consumer decision making process. (5 Marks)
- c) Identify and explain the importance of industrial environmental analysis. (5 Marks)

QUESTION FIVE (20 MARKS)

Kenrita an international firm dealing with machine lubricants has had difficulties over the past year in selling of its products where main customers have an issue in understanding product functionality whereas some are not aware that the product actually exists as some of their reasons of not closing sales deals with the firm and as a result much loss has been incurred. The management suspect that the sales force may be the problem and has advised you to assist in handing the decision.

Required:

- a) Explain to the management the techniques that may be used in closing sales deals in personal selling. (7 Marks)
- b) Factors that should be considered by sales force during promotion of industrial products (8 Marks)
- c) Strategies that may improve sales performance of the company sales force. (5 Marks)