



**KIBABII UNIVERSITY COLLEGE**

*(A Constituent College of Masinde Muliro University of Science Technology)*

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

E-mail: [enquiries@kibabiiuniversity.ac.ke](mailto:enquiries@kibabiiuniversity.ac.ke)

**UNIVERSITY REGULAR EXAMINATIONS**

**2013/2014 ACADEMIC YEAR**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER EXAMINATIONS**

**(MAIN EXAM)**

**DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE:** DMB 104:

**COURSE TITLE:** INDUSTRIAL MARKETING

**DATE:** 25<sup>TH</sup> APRIL, 2014

**TIME:** 9:00A.M.-11:00P.M.

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**INSTRUCTIONS**

Answer Question 1 (Compulsory) and any other two Questions

**QUESTION ONE** (Total marks 30)

- (a) Define Industrial marketing (5mks)
- (b) Briefly describe the three major characteristics of Industrial markets giving relevant examples (9mks)
- (c) Discuss the various Industrial customers giving relevant examples (6mks)
- (d) You have been appointed as the new Bungoma DAT Industrial Marketing Manager, a firm for assembling the Asian cars within East Africa. How will you go about classifying the goods for Industrial markets? (10mks)

**QUESTION TWO** (20 Marks)

- (a) Government institutions are the largest Industrial Customers in any Industrial market. Explain (10mks)
- (b) Define the role of different publics in Industrial marketing environment. (10mks)

**QUESTION THREE**

- (a) How can an Industrial Marketing manager anticipate and influence government actions as far as his organization is concerned? (10mks)
- (b) How can the Industrial marketing manager make use of the changing technology to increase the Industrial firm market offering? (10mks)

**QUESTION FOUR** (20Marks)

- a) How can an industrial marketing manager anticipate and influence government actions as far as his organization is concerned? (10mks)
- b) How can the industrial marketing manager make use of the changing technology to increase the industrial firm market offering? (10mks)

END