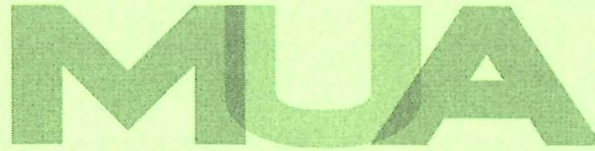


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

MKT 414 : INDUSTRIAL MARKETING

DATE: 8TH AUGUST 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

A CASE STUDY OF INDUSTRIAL MARKETING

The industrial products are technical in nature that have very few buyers compared to the consumer products. This makes the industrial marketers to change their promotional strategy for industrial goods and services. The promotional mix used by the industrial marketer consists of advertising, sales promotion, publicity, public relations, personal selling and direct marketing. These tools help them to build awareness, develop company image, inform about the product features thus assisting the company sales force and other intermediaries to increase their sales. Of all the promotional mix, personal selling is the most important because industrial products are technical in nature and they involve lot of direct interactions by the company people with the industrial customers. However, all the elements of promotional mix needs to be well integrated with personal selling with proper coordination in order to develop an effective industrial marketing communication strategy

Any industrial communication or promotion program in order to be effective has to follow certain steps. The various steps that are involved for effective industrial marketing communication program are as given below.

Establishing the objectives of communication:

The objectives of industrial marketing communication or industrial promotion are derived from the marketing objectives and entire company's objectives. This calls for the marketer to collect varied data from the market regarding the present awareness levels about the company and its products, the attitudes of the target customers and their buying action. The availability of such data is prerequisite for the industrial marketers to set their communication goals. Accordingly, the marketers have to increase the awareness levels, develop favorable attitude and bring in a strong desire among the customers to buy their products. All this requires the use of combination of communication media. For instance, if the objective of the organization is to enter a new market and create product awareness, it would be apt to advertise in any magazine or journal, while to inform about distinct product features that has an

advantage over the competitor's, it would be ideal to go for personal selling by meeting the customers **directly**.

Identifying the target audience:

The target market can be identified by segmenting the target market and then identifying the buying organization. Then their awareness, attitudes and buying factors need to be identified where their opinion about the company, its products, its competitors are known. This helps the company to change itself accordingly and keep up-to the expectations of its target audience. Such information is generally obtained by carrying out a research study.

Determining the promotional budget:

This is the most difficult task for any industrial organization as how much budget it should allocate for promotional activities. There are different methods that are followed by different companies as per their individual policies and convenience.

Required:

- a) From the case study examine four mass communication approaches that can be used on the industrial marketing platform **(8 marks)**
- b) After promotion, pricing is important. Examine four steps involved in Pricing Process in Industrial Marketing **(6 marks)**
- c) Using relevant case examples, discuss six differences between consumer markets and industrial markets **(9 marks)**
- d) From the case study, after communication list two sales approaches that can be used by salespeople on the industrial marketing platform **(2 marks)**

QUESTION TWO

- (a) Describe five steps in improving product service in industrial marketing **(5 marks)**
- (b) Explain five issues to be addressed for an effective sales management **(10 marks)**

QUESTION THREE

- (a) Explain three types of product in industrial marketing (7 Marks)
- (b) Examine four unique features of services important in industrial marketing (8 Marks)

QUESTION FOUR

- a) Examine five phases involved in organizational buying process (7.5 marks)
- b) Illustrate five objectives of promotional efforts in industrial marketing (7.5 marks)

QUESTION FIVE

- a) Discuss the following concepts in industrial marketing
- i. External marketing (3 marks)
 - ii. Interactive marketing (3 marks)
 - iii. Internal marketing (3 marks)
- b) Examine the difference between Cost-based pricing with Competitive bidding in industrial marketing (6 marks)

QUESTION SIX

- a) Examine three strategic options open to organizations in forming channels of distribution (9 marks)
- b) Examine three phases involved in the pricing Process in Industrial Marketing (6 marks)