

The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

MKT 414 : INDUSTRIAL MARKETING

DATE: 7TH APRIL 2026

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 Boeing

In October 2002, *The Seattle Times*, a local newspaper published from Seattle, USA, where Boeing is headquartered, carried a headline story, *Boeing is slipping to No. 2*. According to the newspaper report, Boeing's sole competitor, Airbus Industrie (Airbus) had bagged an order from EasyJet¹ for 120 A-319 jets. EasyJet was one of Boeing's most loyal customers (Refer Exhibit I for a profile of Boeing). Analysts felt that after EasyJet's shift away from Boeing, other low-cost airlines would follow suit in opting for Airbus.

Airbus seemed all set to take market leadership in the low cost segment from Boeing for the first time. From the mid-1990s onwards, Airbus had steadily increased its market share. By the late 1990s, Boeing and Airbus had an equal share in the market. Rival Boeing accused Airbus of resorting to heavy price cutting in order to beat off the competition. It also accused Airbus of producing aircraft for which it had not received orders and creating a glut in the market. But Airbus rejected the allegations saying that it was in the market to make money and not to buy market share. Some analysts were of the opinion that Airbus was able to increase its marketshare because of the financial support it received from its consortium partners. However, others attributed Airbus' success to its fuel-efficient jets, which were economical to run

The history of Airbus dates back to the late 1960s, when Britain, France and West Germany launched the Airbus Project. Airbus was a desperate attempt by the European governments to end the monopoly of American manufacturers in the aerospace industry. At that time, American manufacturers dominated the global aerospace industry and European aircraft manufacturers were unable to compete with American players. The big three of Europe - Britain, France and West Germany - came together to salvage European pride and industry. Due to differences with the other partners, Britain quit the project in July 1967, and in 1970 the Airbus Project was reorganized and named Airbus Industrie, a Franco-German company under French law. In 1971, Spain joined the consortium with 4.2% stake through state-owned

Construcciones Aeronautics S.A (CASA). Initially, Airbus had its headquarters in Paris; in 1974 the headquarters were shifted to Toulouse (France).

Required:

- a) From the case study, examine THREE factors which determine the distribution system on the industrial marketing platform **(6 marks)**
- b) Describe four steps that Boeing could adopt in its Pricing strategy **(8 marks)**
- c) From the case study, explain four sales approaches that can be used by Boeing salespeople **(11 marks)**

QUESTION TWO

- a) Discuss any four criteria that can be used in the evaluation process of assessing bids in industrial marketing **(8 marks)**
- b) Elaborate any four roles played by individuals in industrial marketing buying process **(7 marks)**

QUESTION THREE

- (a) Discuss any four forms of information that sales people disseminate from the market to the company in industrial marketing **(8 Marks)**
- (b) Assess any three forms of product in industrial marketing **(7 Marks)**

QUESTION FOUR

- a) Argue five stages involved in organizational buying process **(10 marks)**
- b) Examine five objectives of promotional efforts in industrial marketing **(5 marks)**

QUESTION FIVE

- a) Describe five steps of improving product service in industrial marketing **(10 marks)**
- b) Analyze FIVE factors that determine pricing strategy in industrial marketing

(5 marks)

QUESTION SIX

- a) Examine any three communications objectives that advertising can help to achieve in industrial marketing **(6 marks)**
- b) Discuss any three Product modifications distribution functions performed by channel members in industrial marketing **(9 marks)**