



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION

COURSE CODE: MKT 859

CREDIT UNIT: 3

COURSE TITLE: INDUSTRIAL MARKETING

TIME ALLOWED: 3 HOURS

Instruction: 1. Attempt question number one (1) and any other three (3)

**2. Question number one (1) is compulsory and attracts 25 marks,
while any other three questions attract 15 marks each**

3. Present your answers and points in a clearly and orderly manner

1. (a) Unlike individual buying process, organizational buying process is somewhat complex as it comprised stages and corresponding activities. Discuss fully. (16 Marks)
- (b) Members involved in organizational buying decisions play different functions in the process. Discuss. (9 marks)
- (2a) Buying criteria are not synonymous with buying situations. Provide adequate justification to show that you truly understand the difference between the two concepts. (9 marks)
- (b) Would you subscribe to the notion that industrial and consumer marketing has some similarities? (3 marks)
- (c) What in your understanding constitute basic sales tasks? (3 marks)
- (3a) As an industrial marketer, what major groups and associated sub-groups of customers will your marketing activities be focused upon? (12 marks)
- (b) There are various sales approaches that a sales person can adopt while rendering his / her services. Discuss. (3 marks)

- (4a) Sales persons are sometimes confronted with a number of ethical issues in the course of doing their job. Establish your understanding of this statement with the aid of relevant examples.
(5 marks)
- (b) Industrial products fall into various types with associated marketing implications. Discuss.
(5 marks)
- (c) Unlike tangible good, services have characteristics that are peculiar to them. Discuss.
(5 marks)
- (5a) Pricing strategies in industrial marketing are shaped by a number of factors. Discuss.
(5 marks)
- (b) Effective industrial marketing requires adequate knowledge and implementation of communication planning. Discuss fully.
(4 marks)
- (c) What basic types of communications are of interest to industrial marketers?
(6 marks)
- (6a) The importance of distribution system in the progress of an organization cannot be overemphasized. Discuss.
(12 marks)
- (b) What factors will you deem to be considerable in choice of distribution strategy to be adopted in an industrial marketing setting?
(3 marks)