



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024 1 EXAMINATION

COURSE CODE: MKT 859

COURSE TITLE: Industrial marketing

CREDIT UNIT: 3

Time Allowed: 2 Hours 30 Minutes

INSTRUCTIONS:

- (1) Indicate your matric number clearly
- (2) Attempt Question 1 and any other three (3) questions
- (3) Question 1 is compulsory and carries **25 Marks** while the other questions carry **15 marks** each
- (4) Present all your points in a coherent and orderly manner.

QUESTION 1

1a. The criteria used in buying behaviour guaranteed effective decisions in the buying stages. Discuss five (5) of such criteria that are fundamental in the evaluation process of industrial marketing (15 Marks).

1b. Discuss, with respect, to the Nigerian situation, three (3) key facts that are imperative for graduate students of marketing to be more interested in the study of industrial marketing (10 Marks).

QUESTION 2

Customer activity cycles are key measures that must be critically assessed in industrial marketing in order, to sustain relationships between the industrial marketer and manufacturing firms. Discuss three (3) major processes that may capture the existence of the customer activity cycle (15 Marks).

QUESTION 3

Discuss three (3) major activities carried out by sales tasks in the proper dissemination of information for the success of an organization (15 Marks).

QUESTION 4

With your knowledge of industrial marketing, discuss five (5) major industrial products that are useful in Nigeria and their marketing implications (15 Marks).

QUESTION 5.

5a. Explain three (3) major mass communication media that are directed at groups of customers (9 marks).

5b. Discuss three (3) key strategic options open to organizations in forming channels of distribution (6 marks).

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