



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION

Course Code: MKT 859
units

Credit Unit: 3

Course Title: INDUSTRIAL MARKETING

Time Allowed: 2 ½ Hours

Instruction: Attempt question (1) and any three others. Question (1) carries 25 marks while others carry 15 marks each. Present your answer legibly and logically using relevant examples

1. A. DISCUSS THE MAJOR FACTORS DETERMINING THE DISTRIBUTION SYSTEM FOR A PARTICULAR ORGANIZATION IN INDUSTRIAL MARKETING

9 Marks

- B. EXPLAIN THE STRATEGIC OPTIONS OPEN TO ORGANIZATIONS IN FORMING CHANNELS OF DISTRIBUTION IN INDUSTRIAL MARKETING

9 Marks

- C. DISCUSS THE TWO ADDITIONAL DIMENSIONS OF CHANNEL STRATEGY THAT INDUSTRIAL MARKETERS WILL BE INTERESTED IN

7marks

TOTAL OF 25 MARKS

2. A. EXPLAIN THE TWO BROAD PERSPECTIVES TO CUSTOMER NEEDS IN INDUSTRIAL MARKETING

6 Marks

- B. DISCUSS THE THREE STAGES OF ORGANIZATIONAL BUYING

PROCESS **9 marks**

TOTAL OF 15 MARKS

3. DISCUSS ANY FIVE OF THE CRITERIA BEING USED IN INDUSTRIAL BUYING BEHAVIOUR

TOTAL OF 15 MARKS

- 4. LIST AND DISCUSS THE THREE BROAD TYPES OF INDUSTRIAL CUSTOMERS**

TOTAL OF 15 MARKS

- 5. LIST AND DISCUSS THE THREE BROAD AREAS OF ETHICAL DILEMMAS
SALESMEN FACE IN INDUSTRIAL MARKETING**

TOTAL OF 15 MARKS

- 6. LIST AND DISCUSS THE CATEGORIES OF INDUSTRIAL PRODUCTS**

TOTAL OF 15 MARKS