



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

COURSE CODE: MKT 859

COURSE TITLE: INDUSTRIAL MARKETING

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (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

TIME ALLOWED: 2½ Hours

QUESTION 1: State six differences between consumer and industrial marketing. (18 marks)
b. What are the types of products that Industrial marketers deal on? (7 marks)

QUESTION 2: Explain any five (5) categories of Industrial Products (10 marks)
b. What is Dual Marketing? (5 marks)

QUESTION 3: Explain the various sales approaches. (12 marks)
b. Explain Evaluation and control in Sales Management (3 marks)

QUESTION 4: Explain ways to set prices in industrial marketing (15 marks)

QUESTION 5: Explain the Stages of Organizational Buying Process (15 marks)