



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 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: Explain the roles members of the buying decision unit play.

b. Explain Government Intervention in Industrial Marketing Pricing Strategy

QUESTION 2: Explain the broad buying situations as explained by Robinson et. al (1967).

b. How should Professional Salesmen behave when compelled to talk about competitors and their products?

QUESTION 3: Discuss the sales tasks that are distinct for industrial marketing.

b. What is Derived Demand?

QUESTION 4: Explain the specific activities within stage 1 of the organizational buying process.

QUESTION 5: What are the Steps in Improving Product Service?

b. What is Public relation?