



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**QUESTIONS**

**COURSE CODE: MKT 859**

**CREDIT UNIT: 3**

**COURSE TITLE: INDUSTRIAL MARKETING**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Attempt question number one (1) and any other (3) questions.**
- 2. Question number 1 carries 25 marks, while the other two questions carry 15 marks each.**
- 3. Present all your points in coherent and orderly manner.**

Question 1a: Explain why industrial marketing should be treated as a distinct course of study

- b: Itemize the difference between consumer and industrial marketing
- c: Mention the important factors in industrial marketing pricing strategy
- d: Explain the three ways to set prices in industrial marketing (25 marks)

Question 2a: Explain the customer activity level

- b: Describe the stages of organizational buying process (15 marks)

Question 3a: Describe organizational decision making

- b: List and discuss the criteria being used in buying behaviour (15 marks)

Question 4a: List 10 tools commonly used in promoting industrial products

- b: List and explain the steps in communication planning. (15 marks)

Question 5a: Define Marketing of Services.

- b: Mention 5 Characteristics of Services
- c: Highlight the strategic options open to organizations in forming channels of distribution (15 marks)

Question 6: Discuss communication strategy and objectives in industrial marketing. 15 marks)

