



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

2023_1 POP EXAMINATION

COURSE CODE: MKT859

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

1. (a.) Why in your opinion is it necessary for Students of Marketing and other related courses to study industrial marketing
10 marks

(b.) Members of buying decision unit play different roles and exert varying amounts of influence on the buying decision. You are required to elucidate these roles
15 marks
2. Describe the various tasks that are performed by sales men in industrial marketing
15 marks
3. Discuss the type of product and product service that industrial marketers deal on
15 marks
4. Explain the Steps in Improving Product Service that Industrial marketers may consider
15 marks
5. Evaluate the three ways that Industrial marketer use to Set Prices in Industrial Marketing
15 marks
6. Discuss the strategic options open to organizations in forming channels of distribution in industrial marketing
15 marks