



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2024 1 EXAMINATION**

**COURSE CODE: MKT 859**

**COURSE TITLE: Industrial marketing**

**CREDIT UNIT: 3**

**Time Allowed: 2 Hours 30 Minutes**

**INSTRUCTIONS:**

- (1) Indicate your matric number clearly
- (2) Attempt Question 1 and any other three (3) questions
- (3) Question 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.

**QUESTION 1**

1a. The criteria used in buying behaviour guaranteed effective decisions in the buying stages. Discuss five (5) of such criteria that are fundamental in the evaluation process of industrial marketing (15 Marks).

1b. Discuss, with respect, to the Nigerian situation, three (3) key facts that are imperative for graduate students of marketing to be more interested in the study of industrial marketing (10 Marks).

**QUESTION 2**

Customer activity cycles are key measures that must be critically assessed in industrial marketing in order, to sustain relationships between the industrial marketer and manufacturing firms. Discuss three (3) major processes that may capture the existence of the customer activity cycle (15 Marks).

**QUESTION 3**

Discuss three (3) major activities carried out by sales tasks in the proper dissemination of information for the success of an organization (15 Marks).

**QUESTION 4**

With your knowledge of industrial marketing, discuss five (5) major industrial products that are useful in Nigeria and their marketing implications (15 Marks).