



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way Jabi, Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: MKT 859

COURSE TITLE: Industrial Marketing

COURSE UNIT: 3

INSTRUCTION:

1. Indicate your Matriculation Number clearly.
2. Attempt Question One (1) and any other Three (3) Questions in all.
3. Question (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a relevant and orderly manner.

TIME ALLOWED: 3 Hours

- 1a. Discuss the perspectives of Industrial Marketing. (12.5 Marks)
- 1b. Describe the stages of organizational buying. (12.5 Marks)

- 2a. Clarify the criteria being used in buying behaviour. (7.5 Mks)
- 2b. Explain organizational buying situations. (7.5 Mks)

- 3a. Discuss the similar basic concepts and tools in both Consumer and Industrial Marketing. (7.5 Mks)
- 3b. Espouse the roles of individual participants in industrial marketing. (7.5 Mks)

- 4a. Espouse sales tasks inherent in responsibility of industrial salesmen. (7.5 Mks)
- 4b. Discuss the various sales approaches in industrial marketing. (7.5 Mks)

5. Discuss the important factors in industrial pricing strategy. (15 Mks)