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UNITY UNIVERSITY COLLEGE

SCHOOL OF DISTANCE AND CONTINUING EDUCATION

Worksheet for Industrial Marketing (Mrkt. 321) (Degree Program)

This is a test paper you are expected to do on your own. It carries 15 points. The test paper should be completed and mailed to the School of Distance and Continuing Education for evaluation. Do not try to complete the worksheet until you have covered all the lessons and exercises in the course material.

Any questions in the course that you have not been able to understand should be stated on a separate sheet of paper and attached to this worksheet. Your tutor will clarify them for you.

After completing this test paper, be certain to write your Name, Id.No and Address on the first page. Your Name and Id.No on the other pages only.

Part I – Multiple Choice Questions (10 Marks)

Choose the best answers from the alternatives given and write the letter of your choice in the space provided.

_____ 1. Which of the following statement is true about the concept of marketing management.

A. It is the analysis of planning, implementation and control of programs designed to achieve organizational goal.
B. It is a human activity directed at satisfying human wants and needs through exchange process.
C. It is the overall organizational planning strategy and operational direction
D. A and C E. All are correct

_____ 2. Which of the following option is not characteristics of industrial customers as compared to household customers?

A. They are huge but few in number
B. Have formal purchasing function
C. Give high priority to service, quality and efficient delivery
D. Highly influenced by the type of packaging of goods they purchase
E. All are correct

_____ 3. An independently owned and locally managed operation that buys, stocks and sells the production tools, operating equipment, and maintenance supplies is called an:

A. Industrial manufacturer C. Industrial distributors
B. O.E.M Customer D. User customer E. A and B

_____ 4. The primary customers for industrial goods and services are:

A. Commercial organizations C. Governmental agencies
B. Institutions D. A and B E. All of the above

_____ 5. One of the following marketing factor(s) helps in choosing appropriate channel of distributions.

A. Buying practice in defined market segment
B. Unit value of product
C. Cost of channel alternatives
D. B and C
E. All are correct

Part II – True/False Questions (5 Marks)

Say "True" if the statement is correct and "False" if the statement is wrong.

_____ 1. Marketing objectives must not be consistent with overall corporate goals of the industrial firm.

_____ 2. Business competition and international business affairs will not be taken as constraints of the strategic planning process.

_____ 3. The higher the unit value of the industrial product, the higher the probability of a direct channel being employed.

_____ 4. A buying situation in which the buyer wants to modify product specification, prices, delivery requirements or other terms is referred to as straight rebuy.

_____ 5. In understanding the purchasing behavior of organizations, we can expect to get more specialized purchasing department with knowledge of many products in large industrial firms.

_____ 6. Different buying influences have the same purchasing motivation whenever they buy the same product from the same supplier and at the same time.

_____ 7. Due to the nature of derived demand of an industrial product, whenever the demand of a product for an industrial customer (O.E.M) is decreasing, the demand for the industrial product supplied to that O.E.M. also decreases.

_____ 8. Personal selling plays greater role in industrial marketing than consumer marketing.

_____ 9. While product replacement should be planned during growth stage of a product lifecycle, introduction of the new replacement product should be made during maturity stage.

_____ 10. Direct channels are the most expensive channels of distribution used by an industrial marketing manager.

Part III. Short Answer Questions (5 Marks)

Write short and precise answer on the following questions.

1. Define industrial marketing and explain the need for studying industrial marketing.

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2. List out the factors affecting organizational purchasing.

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3. Compare and identify the basic differences between industrial and consumer marketing.

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4. Identify the major purchasing decision process in the industrial market.

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5. Define the industrial product planning strategy.

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