

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P5709 : INDUSTRIAL MARKETING

DATE : 30 APRIL 2012 (MONDAY)
DURATION : 2 HOURS (8.30 AM – 10.30 AM)

This paper consists of **THREE (3)** pages including the front page.
Essay (4 questions – **answer all**)

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CHIEF INVIGILATOR

(CLO stated at the end of each question is referring to the learning outcome of the topic assessed. The CLO stated is only for lectures' references.)

ESSAY (100 marks)**INSTRUCTION:**

This section consists of **FOUR (4)** essay questions.

Answer **ALL** the questions.

QUESTION 1

- a) How would you define industrial marketing?
(4 marks)
- b) Customers in industrial market can be categorized into three main groups. Explain briefly the **THREE (3)** of them.
(12 marks)
- c) Differentiate between industrial market and consumer market in the area of:
- i. product characteristics
(3 marks)
 - ii. buyer behaviour characteristics
(3 marks)
 - iii. promotional characteristics
(3 marks)

QUESTION 2

PRONOS BERHAD, a leading car manufacturer in Malaysia is planning to search for new supplier to supply sport rims for its new brand of car. As a marketing manager for the company, explain the **EIGHT (8)** steps of 'Buy-Phases Model' in buying decision for new product or service.

(25 marks)

QUESTION 3

a) Define market segmentation.

(3 marks)

b) Marketing researcher can choose either secondary data sources or primary data sources in collecting a data. Each has their own categories, strength and weaknesses. Briefly explain **TWO (2)** types of external-secondary data sources.

(4 marks)

c) Michael Tyre Co. Ltd. is a company that produces various types of tyres for passenger cars, truck and aircraft. In order to ensure that they gain competitive advantage over other players, the company always comes with a stream of products innovation through new product development. As part of the company, discuss with your other colleagues the **SIX (6)** processes that need to be done by the company in new product development.

(18 marks)

QUESTION 4

a) Marketing logistics or physical distribution should be considered as a long-term strategic issue. Explain **FIVE (5)** tasks of physical distribution that can be used in industrial firms.

(15 marks)

b) Discuss the following distribution channel strategies:

i. Direct channel of distribution, and

(5 marks)

ii. Indirect channel of distribution

(5 marks)