

## SECTION A

## ESSAY (100 MARKS)

## INSTRUCTION:

This section consists of **FOUR (4)** questions. Answer **ALL** questions.

## QUESTION 1

Industrial marketing is a marketing of goods or services to industrial and institutions. One of the roles of Industrial Marketing is to help the economy to continue functioning by providing products, and services needed by the factories, government agencies, hospitals, educational institutions in the supply of goods and services.

- a) Stated **SIX (6)** specific roles of Industrial Marketing (6 marks)
- b) Explain with example the 'Modified Rebuy' types of purchases in Purchases Behavior. (10 marks)
- c) Explain **THREE (3)** of 6 central roles in Purchasing Centre. (9 marks)

## QUESTION 2

Industrial purchasing activity consists of several phases in the process of making a purchasing decision. Accordingly, industrial marketers need to understand these phases as well as the types of industrial purchase situations.

- a) Explain the phases of the buying decision process for industrial products. (16 marks)
- b) Briefly explain the **THREE (3)** types of situations in the purchase of an industrial product. (9 marks)

**POLITEKNIK**  
Jabatan Pengajian Politeknik

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

COMMERCE DEPARTMENT

FINAL EXAMINATION  
JUNE 2012 SESSION

**P5709 : INDUSTRIAL MARKETING**

**DATE : 19 NOVEMBER 2012 (MONDAY)**  
**DURATION : 2 HOURS (11.15 AM – 1.15 PM)**

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

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**BY THE CHIEF INVIGILATOR**

**QUESTION 3**

There are two models or frameworks that can explain the behavior of the organization purchase. Name and explain more about the models.

(25 marks)

**QUESTION 4**

a) Define International Marketing (4 marks)

b) When a company has decided to enter the international market, it must determine the best way to enter the market.

Explain the **THREE (3)** strategies below:

i) Exporting

ii) Licensing

iii) Joint venturing

(12 marks)

c) Explains **THREE (3)** phases/stages of International Marketing involvement

(9 marks)