



**KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS**  
**College of Industrial Management**  
**Department of Management & Marketing**



First Semester 2007-2008 (071)  
MKT400- Industrial Marketing

**Quiz 2**

**Time Allowed: 1 Hour**

**Name of Student:** .....

**Student's ID No.**.....

**GENERAL INSTRUCTIONS:** *Attempt all the 10 questions for 5 Marks*

1. We have two major classes of business marketing intermediaries. They are:

- (a) .....
- (b).....

2. In a typical environment where buyers and sellers lack the information needed to connect with one another, which of the following intermediaries bring buyers and sellers together?

- (a) Drop shipper
- (b) Principal
- (c) Broker
- (d) Desk jobber

3. Which of the following B2B Internet hubs allow business suppliers and buyers to communicate and execute business transactions with respect to commodity products such as fossil fuels and bulk chemicals?

- (a) Aggregator hubs
- (b) Exchange hubs
- (c) Auction hubs
- (d) Community hubs

4. Conflict is felt or enacted tension between two parties in industrial marketing. Give two primary ways that channel members can react to conflicts.

- (a) .....
- (b).....

5. Integrated marketing communications (IMC) in business marketing is strategic. Why?

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6. What are the 4 stages in the Hierarchy of Effects model?

- (1) .....
- (2).....
- (3).....
- (4) .....

7. Mention two roles that advertising play in business marketing

- (a).....
- (b) .....

8. As part of the communication element, which of the following management function focuses on the relationships and communications with individual and groups in order to create mutual goodwill?

- (a) Personal Selling
- (b) Telemarketing
- (c) Trade Shows
- (d) Public Relations

9. Personal selling is interpersonal communication in which one person attempts to secure a purchase from another person. Mention two disadvantages of Personal selling

- (a).....
- (b).....

10. Every time a customer interacts with a firm, either with a company staff or with the company's technology, that interaction is considered a *touchpoint*. List two touchpoints of a typical business marketing firm.

- (a) .....
- (b) .....