



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



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

Major Examination 2

Time Allowed: 1 Hour

Name of Student:.....

Student's ID No.....

GENERAL INSTRUCTIONS: *Students are asked to attempt two questions out of three. Note that credit will be given for clarity of **personal expression, orderly and logical presentation** of relevant material.*

Essay Questions: Answer two questions out of three for 20marks

1. Barriers to entry are the obstacles a potential entrant must overcome in order to compete in a market. Consider that the Saudi Government has given a green light for new companies to enter the oil industry. What are the obstacles that a new company will face when it intends to compete with an industrial giant like Saudi Aramco?

2. The Boston Consulting (BCG) grid is the simplest of the grid models with dimensions of market share and market growth. Discuss this grid in relation to the performance of industrial products and services in the Saudi market.

3. Discuss the skills that are needed by industrial marketing managers to build partnerships within a firm.

Good Luck!

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