KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS

College of Industrial Management Department of Management & Marketing

First Semester 2007-2008 (071)

MKT400- Industrial Marketing

Quiz 1	Time Allowed: 40 Minutes
Name of Student:	
Student ID:	
Instruction	
	uestions for 5% mark. Note that full marks will be lerly and logical presentation of relevant material.
1a. Define business marketing in1b. Discuss four major types of business	

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