



Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School Linneaus University		
Written examination in sub-component course 1FE171 Written exam Industrial marketing, 4 hp		Examination code 1607
Course / degree programme ISM		
Date 2017-04-18	Time 09.00-13.00	Place CIL
Total number of pages submitted 6 inkl. this one	Examination aids permitted Aids: Dictionary provided by the examination supervisor. No other aids allowed.	
Miscellaneous		
Teacher responsible for examination Tomas Nilsson		Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No
Can be reached on the following telephone number Time		

Examination coversheet <input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper) <input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)

NB Code should be written in ink

Examinee's code	Examinee's number of seat	
Programme / course		
No. of credits	Grade	Teacher code

Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
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1FE171:3 Industrial Marketing

First written exam

The space after a question and the maximum points indicate the expected length of an answer. You have plenty of time to carefully plan, write and re-think/re-write every answer. Use all the time available. Write so it is possible to read, or the exam will not be marked (for obvious reasons). Good luck!

1) Multiple-choice questions. Make a clear circle around the correct answer. (5 points)

A diverse array of organizations make up the business market. These organizations can be broadly classified as:

- commercial enterprises, governmental organizations, and institutions.
- commercial enterprises, users, and governmental units.
- commercial enterprises, users, and original equipment manufacturers.
- producers and resellers of industrial products or services.
- upstream suppliers, users, and governmental units.

When purchasing microprocessors from Intel Corporation to be incorporated into Dell's line of personal computers, Dell would be classified as:

- a user.
- an original equipment manufacturer (OEM).
- an institutional buyer.
- a dealer.
- a distributor.

Individuals who control the flow of information into the buying center are performing the role of:

- a user.
- a gatekeeper.
- an implementer.
- a decider.
- a buyer.

Advertising objectives are typically stated in terms of:

- sales goals.
- profit goals.
- cost constraints.
- communication goals.
- market share goals.

In entering high-risk country-markets, firms can reduce their risk exposure by adopting low-commitment modes of entry such as:

- licensing.
- wholly-owned subsidiaries.
- contract manufacturing.
- all of the above
- (a) and (c) only

Bases of business or organizational market segmentation that center on the characteristics of the buying organization and the buying situation are broadly categorized as:

- macrosegmentation.
- microsegmentation.
- economic bases.
- bottom-up bases.
- concentration bases.

On-going transactions in the business market where the customer and the supplier focus only on the timely exchange of standard products at competitive prices could be described as:

- transactional exchange.
- a partnership.
- collaborative exchange.
- a strategic alliance.
- a joint venture.

A direct sales force is best used for:

- highly standardized solutions.
- small customers.
- simple transactions.
- complex products.

The factors that distinguish business marketing from consumer marketing include:

- the importance of promotion.
- the intended use of the product.
- the nature of the customer.
- all of the above.
- (b) and (c) only.

_____ illuminates exactly what activities are associated with serving a particular customer and how these activities are linked to revenues and the consumption of resources.

- Customer profitability
- Activity-based costing
- Total cost of ownership
- Margin analysis

6) Describe three of the *common elements of logistics services*. (3 points)

7) Describe the five steps in the *value-based approach for pricing*. (5 points)

- 8) Explain and discuss the *stages* included in the *development of buyer–seller relationships* according to the IMP Group. (10 points)

Your answer should be theoretically informed, argumentative, substantial (two pages), well organized, and include a conclusion of your reasoning.

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