



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1EXAMINATION

COURSE CODE: MKT 301

COURSE TITLE: CONSUMER COOPERATIVE

CREDIT UNIT: 2

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other two (2) questions; three questions in all

3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 Hours

1a.. Explain the evolution of the British cooperative movement (10marks)

1b. Outline the Rochdale's principles and values. (10marks)

1c. Explain the factors that militate against the growth of Consumer societies in Nigeria. (10marks)

2a. Write notes on the followings:

- i. Primary Cooperative
- ii. Secondary Cooperative
- iii. Tertiary Cooperatives (10marks)

2b. Identify and explain four cooperative movements at the National level. (10marks)

3a. Outline the types of cooperative societies in Nigeria. (10marks)

3b. Explain the main similarities and differences between cooperative and capitalism. (10marks)

4a. With an appropriate diagram or figure, illustrate the channels of distribution in cooperative market (10marks)

4b. Discuss the advantages and the challenges of vertical integration. (10marks)