



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

Course Code: MKT 730

Course Title: Fundamentals of Marketing

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Question 1

- With the aid of a diagram, identify and illustrate the different inter-connected platforms that constitute the basis for modern marketing. **13marks**
- Identify and exchange the conditions necessary for an exchange to effectively take place. **8marks**
- Briefly discuss at three of the core theories of business ethics. **9marks**

Question 2

The function that requires carrying out tasks to achieve desired exchanges with target market is not executed haphazardly. There are certain philosophical underpinnings required for that to happen. Identify each of these underpinnings; and for each state the basis of its focus, the management action required and the specific shortcomings. **20marks**

Question 3

- Identify and briefly explain any six (6) of the economic factors that constrain a firm's efforts in the marketing environment **8marks**
- Briefly describe, with specific examples, the contents of an annual marketing plan. **12marks**

Question 4

- Differentiate market segmentation from market aggregation. **10marks**
- Identify and briefly explain the six stages a customer is likely to process through in his or her buying decision. **10marks**