



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

Course Code: MKT411

Course Title: Marketing for Cooperatives

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 30marks while the other 2 questions carry 20marks each
4. Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

1) Discuss in detail the benefits that are inherent in cooperative societies **30marks**

2) What is market segmentation? Discuss its requirements for effective segmentation

20marks

3) Discuss the evolution of Marketing Board and its significance in Nigeria **20marks**

4) Explain the concept of cooperative movement in Nigeria **20marks**

5) In a concise form, explain the following terminologies:

a) Needs

(b) Wants

(c) Demand

20marks