



**NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION**

COURSE CODE: MKT 826

CREDIT UNIT: 3

COURSE TITTLE: MARKETING MANAGEMENT AND STRATEGY

TIME ALLOWED: 3 HOURS

Instruction: 1. Attempt question number one (1) and any other three (3)

2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each
3. Present your answers and points in a clearly and orderly manner

1. (a) Marketing has been reduced to a number of “Ps” that have increased over time. Discuss fully (16 Marks)

(b) A number of factors may impose a necessity for marketing on firms operating in a market. Discuss. (9 marks)

2. (a) Marketing concepts like the “Ps” of marketing have also evolved over time starting with the earlier approaches to contemporary approaches. Discuss fully. (8 marks)

(b) Marketing in a developing economy is more challenging compared with developed economy. Provide adequate justification for this statement. (3 marks)

(c) The essence of marketing in a developing economy is necessitated by a number of factors. Comment freely on this statement. (4 marks)

3 (a) A firm may adopt market segmentation strategy to effectively cover its diverse market.
Discuss fully. (10 marks)

(b) What characteristics qualify a market for segmentation? (5 marks)

4 (a) The importance of marketing research in an organization cannot be overemphasized.
Provide adequate justification for this statement. (10 marks)

(b) The Marketing Department plays roles that are critical for the smooth and progressive running of an organization. Provide a robust justification using suitable illustrations to embellish your submission. (5 marks)

5 (a) Organisational products fall into categories with their respective types on the basis of which marketing activities can be guided. Discuss fully. (10 marks)

(b) The relevance of marketing communication in building a successful organization cannot be overemphasized. Discuss. (5 marks)

6 (a) There are diverse elements in the marketing communication mix. Provide a robust justification for this assertion. (10 marks)

(b) The knowledge and skills of sales forecast and its levels can help an organization in a variety of ways. Discuss. (5 marks)