



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION

COURSE CODE: MKT 401

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

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

TIME ALLOWED: 2½ Hours

EXAMINATION QUESTIONS

1. (a) Analyze the major factors involved in an international environment. (9 Marks)

(b) Briefly state Eight (8) Decisions on Methods of entering Foreign Market. (16 Marks)

2. With relevant examples, explain the various characteristic of services marketing (15 Marks)

3. Describe marketing research and explain briefly the importance of marketing research to management. (15 Marks)

4. Define consumer behavior and discuss the various types of consumer behaviours. (15 Marks)

5. Graphically explain the product life cycle concept. (15 Marks)