



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

Course Code: MKT 826

Course Title: Marketing Management

Credit Unit: 3

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other three (3) questions**
- 3. Question 1 is compulsory and carries 25marks while the other questions carry 15marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 ½ Hours

Q1. (a) The concept of 'brand' had been defined by various authors? Discuss (15marks)

(b) Discuss the roles of brands in marketing management. (10marks)

Q2. (a) Define pricing policies and practices. (8marks)

(b) Discuss the following. (7marks)

- Price leadership and followers.
- Penetration pricing
- Traditional pricing

Q3. (a) Define marketing communications (8marks)

(b) Explain the various marketing communication mix (7marks)

Q4. (a) What is sales forecasting? (8marks)

(b) Discuss the three levels of sales forecasting (7marks)

Q5. (a) What do you understand by the term public relations. (8marks)

(b) Discuss the tools of public relations. (7marks)