

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAM QUESTIONS**

**COURSE CODE: MKT 401**

**CREDIT UNIT: 3**

**COURSE TITLE: MARKETING MANAGEMENT**

**TIME ALLOWED: 2 HOURS**

**Instructions: 1. Attempt question Number one (1) and any other three (3).**

**2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**

**3. Present all your points in coherent and orderly manner.**

1a. Write briefly on the following:

- Marketing Models            5marks
- Product Orientation        5marks
- Relationship Marketing    5marks

1b. Identify and discuss five methods of entering foreign market (10 marks)

2a. Adopting the Boston consulting group (BCG) Matrix , explain the four categories of business portfolio (10marks)

2b. Discuss the importance of Marketing to the economy. (5Marks)

3a. Explain the different levels of product. (10 marks)

3b. Enumerate four factors affecting Market Segmentation (5marks)

4a. Explain the Product life cycle and the marketing strategies for each stage. (10marks)

4b. Enumerate sales training process (5marks)

5a. List five types of marketing organization (5marks)

5b. Discuss the benefits of marketing research in management (10 marks)

6a. What is consumer behaviour? (2marks)

6b. Explain how culture and social class affects consumer behavior (10marks)

6c. Distinguish between market and sales potential (3marks)