



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2019_1 EXAMINATION

COURSE CODE: MKT730

CREDIT UNIT: 2

COURSE TITLE: FUNDAMENTALS OF MARKETING

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other two (2) questions**
 - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each**
 - 3. Present all points in coherent and orderly manner**
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1. (a) What do you mean by the term “Customers Relationship Management”? (10 Marks)
(b) Why is Customers Relationship Management necessary for an organization? (10 Marks)
(c) In what ways can Customers Relationship Management be practiced by an organization? (10 Marks)
2. (a) Product failure can be attributed to several reasons and factors. Discuss. (10 Marks)
(b) Identify and discuss any five (5) of the various categories of products (10 Marks)
3. (a) For an organization to be successful, it needs to monitor its publics and anticipate their moves. Discuss fully. (10 Marks)
(b) Using relevant examples, explain how any five (5) micro-environmental forces affect the performance of an organization. (10 Marks)
4. (a) Of what relevance is market segmentation to the performance of an organization? (10 Marks)
(b) In what ways can this be achieved? (10 Marks)
5. (a) Discuss each of the buying decision process with adequate illustration. (10 Marks)
(b) Identify and discuss any five (5) of the factors that can influence buying behavior (10 Marks)