



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI –ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2019\_1 EXAMINATION**

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**COURSE CODE: MKT826**

**CREDIT UNIT: 3**

**COURSE TITLE: MARKETING MANAGEMENT & STRATEGY**

**TIME ALLOWED: 2<sup>1/2</sup> HOURS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other three (3) questions**
  - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
  - 3. Present all points in coherent and orderly manner**
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**Question 1:**

A: Discuss the prevalent conditions that can make practicing marketing a necessity in an economy. **(6 marks)**

B: What are the major problems experienced by marketers in developing countries? **(6 marks)**

C: In what ways does marketing research benefit an organization? **(6 marks)**

D: Identify and explain the stages of marketing planning process. **(7 marks)**

**Question 2:**

A: Itemize and explain the basic factors that influence segmentation of markets. **(7 marks)**

B: Mention the four (4) basic market segmentation strategies **(2 marks)**

C: State the criteria for an ideal market segment **(6 marks)**

**Question 3:**

A: Identify the five (5) levels of the product as observed in Levitt (1980). **(2.5 marks)**

B: Discuss the classification of business products. **(5.5 marks)**

C: Explain the 7Ps of services marketing. **(7 marks)**

**Question 4:**

A: Identify and explain the factors that influence pricing decisions. **(4.5 marks)**

B: Discuss the strategies applied in organisations to arrive at appropriate pricing decisions.

**(6 marks)**

C: Which market conditions favour penetration pricing technique? **(4.5 marks)**

**Question 5:**

A: Discuss the strategic goals of marketing communications. **(4.5 marks)**

B: Identify and explain each of the five (5) primary elements of the marketing communications mix. **(7.5 marks)**

C: List the factors which influence the setting of the marketing communications mix. **(3 marks)**

**Question 6:**

A: What are the practical reasons why branding is considered to be important and what benefits accrue from branding? **(6 marks)**

B: In choosing a brand name, what categories of names can be considered as part of an organisation's branding strategy? **(3 marks)**

C: Explain the basic functions of packaging. **(6 marks)**

