



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY, 2018 EXAMINATION
EXAM QUESTIONS

COURSE CODE: MKT 826

CREDIT UNIT: 3

COURSE TITLE: MARKETING MANAGEMENT AND STRATEGY

TIME ALLOWED: 2 ¹/₂ HOURS

INSTRUCTIONS:

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

1. A. Discuss the eight constraints that hinder the performance of marketing in developing countries.
B. Mention and discuss the seven conditions that define when marketing is most necessary in an economy. (25 marks)
2. A. Discuss the four components that characterize holistic marketing within the Nigerian marketing environment.
B. List and discuss the four contemporary approaches to marketing. (15 marks)
3. A. Define services and discuss the factors that define the nature of services in marketing
B. State the seven P's necessary for the effective marketing of services. (15 marks)
4. A. Explain the six types of marketing organizations
B. List and describe four types of marketing organization. (15 marks)
5. A. Define marketing research and explain the four ways it can be used.
B. Elucidate the benefits of marketing research in management. (15 marks)
6. A. Define a product and explain the five levels of the product.
B. State the four traditional categories of consumer products. (15 marks)