



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
EXAMINATION QUESTION 2022_2

COURSE CODE: ENT722

CREDIT UNIT: 2

COURSE TITLE: Entrepreneurial Marketing

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question one (1) & any other two) questions in all**
- 3. Question (1) is compulsory and carries 30marks, while the two (2) other questions carry 20 Marks each with Total of 70 Marks**
- 4. Present all your points in coherent and orderly Manner**

QUESTION 1a: Mention and explain Frolova (2014) seven types of advertising (14mks)

- b. Itemize 5 each merit and demerit of advertising (10mks)
- c. Tabulate clearly six distinction between Cooperative Thrift and Credit Society (CTCS) and Traditional Ajo or Esusu (6marks)

QUESTION 2a: State the four Philips Kotler (2002) classified advertising functions (4mks)

- b. Using any brand or company of your choice, write a simple marketing plan. (16marks)

QUESTION 3: Packaging refers to the exterior parts of a product. Research stated that packaging is as essential as the 4p's of marketing. Discuss (20mks)

QUESTION 4: Write short note on the following(20mks)

- (a) Deeds of Partnership
- (b) Registration of Business Name
- (c) Memorandum of Association
- (d) Articles of Association
- (e) Cooperative capitalization