



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: MKT301
COURSE TITLE: CONSUMER COOPERATIVE
CREDIT UNIT: 2

INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other two (2) questions; three questions in all
3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 Hours

- 1a.. Explain the evolution of the British cooperative movement (10marks)
- 1b. Outline the Rochdale's principles and values. (10marks)
- 1c. Explain the factors that militate against the growth of Consumer societies in Nigeria. (10marks)

- 2a. Write notes on the followings:
 - i. Primary Cooperative
 - ii. Secondary Cooperative
 - iii. Tertiary Cooperatives (10marks)
- 2b. Identify and explain four cooperative movements at the National level. (10marks)

- 3a. Outline the types of cooperative societies in Nigeria. (10marks)
- 3b. Explain the main similarities and differences between cooperative and capitalism. (10marks)

- 4a. With an appropriate diagram or figure, illustrate the channels of distribution in cooperative market (10marks)
- 4b. Discuss the advantages and the challenges of vertical integration. (10marks)