



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

COURSE CODE: MKT411

COURSE TITLE: Marketing for Cooperatives

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½Hours

1. The importance of marketing can be felt in all aspects of individual and National lives. List and explain these areas of usefulness to individuals and the Nations. (25MARKS)
2. Concisely discuss the basic concepts that relates to marketing (15 MARKS)
3. Marketing functions are specifically grouped into three main functions. Explain these functions in a nutshell. (15 MARKS)
4. Enumerate in details the concept of cooperative marketing (15MARKS)
5. Explain the following terminologies in line with cooperatives (a) producer cooperatives, (b) worker cooperatives (c) consumer cooperatives. (15MARKS)