



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2023_1 POP EXAMINATION

COURSE CODE: MKT826

CREDIT UNIT: 3

COURSE TITLE: MARKETING MANAGEMENT & STRATEGY

TIME ALLOWED: 2½HRS

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.**

1a. Discuss five (5) importance of Marketing to any economy. 15marks

b. Discuss the conditions that can be prevalent in an economy and will make the practice of marketing a necessity. 10marks

2a. Discuss the prospects of marketing in developing economies. 10marks

b. Discuss the history of services marketing. 5marks

3a. Explain four stages of Engel-Blackwell-Kolat Model. 10marks

b. Identify the five levels of the product as observed in Levitt (1980). 5marks

4a. Discuss the 7Ps of services marketing. 7marks

b. Discuss the strategies applied in organisations to arrive at appropriate pricing decisions. 8marks

5a. Discuss five (5) factors which influence the setting of the marketing communications mix. 10marks

b. Explain the basic functions of packaging. 5marks