



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2023\_2 EXAMINATIONS—**

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**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. Explain five (5) major problems experienced by marketers in developing countries. 15marks**

**b. Explain five (5) stages of marketing planning process. 10marks**

**2a. Differentiate different types of consumers' behaviours 8marks**

**b. Itemize and explain the basic factors that influence segmentation of markets. 7marks**

**3a. Discuss five (5) classification of business products. 10marks**

**b. In what ways does marketing research benefit an organization? 5marks**

**4a. Discuss six (6) types of Marketing Organizations 12marks**

**b. Mention the four basic market segmentation strategies 3marks**

**5a. Explain the characteristics of service 8marks**

**b. What are the practical reasons why branding is considered to be important and what benefits accrue from branding? 7marks**

S/N	Price (N)	No. of Days (f)
1	110-114	2
2	115-119	6
3	120-124	8
4	125-129	12
5	130-134	14

Q3 Given the set of the following ungroup data: 12, 9, 8, 5, 18, 13, 2, 5. Calculate the following:

- The Range (2 Marks)
- Mean Deviation (MD) (5 Marks)

Q3b. Compute the mean deviation of the following group data (8 Marks):

S/N	X
1	1
2	2
3	5
4	8
5	9
6	11
Total	36

Q4a. Explain the measurement of skewness (5 Marks)

Q4b. Consider a set of data on monthly sales of a company's product, the mean of which was found to be N240, 000; the mode found to be N135, 000; and the standard deviation found to be N85, 000. Calculate the Pearson's No. 1 Coefficient of skewness (10 Marks).

Q5. 1. XYZ Company produces product A for which cost (including labour and material) is N6/unit. Fixed cost is N80, 000. Each unit is sold for N10. Determine the number of units which must be sold for the company to earn a profit of N60, 000. (15 Marks)