



National Open University of Nigeria
Plot 91, Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi - Abuja
Faculty of Science
2024 1 EXAMINATION

COURSE CODE: ESM317

COURSE TITLE: Land and Water Pollution

CREDIT: 2 Units

TIME ALLOWED: 2:30 Minutes

Instruction: Attempt question number ONE (1) and any other THREE (3) questions. Question number one (1) carries 25 marks, while the other questions carry (15) marks each.

- 1a. Outline with specific scenarios the major types of pollution (8 marks)
b. Differentiate between the ecosystem classification pollutants (4 marks)
c. Give three impacts of pollution on human beings (5 marks)
d. Explain in one paragraph the relevance of recycling in resource management. (4 marks)
e. What is forest resource conservation? (4 marks)
- 2a. What is water pollution? (3 marks)
b. Write short notes on (3 marks)
i. Point source pollutants
ii. Nonpoint source pollutants (3 marks)
c. Comment on the following;
i. Municipal water pollution (3 marks)
ii. Industrial water pollution (3 marks)
d. Expatriate on biological water pollutants (3 marks)
e. Comment on the first major international conference on environmental issues. (3 marks)
- 3a. Describe in two paragraphs biological factors that cause land pollution (3 marks)
b. X-ray land pollution remediation process (3 marks)
c. Reference two international efforts on land pollution (3 marks)
d. Mention two effects of soil pollution (3 marks)
e. Define;
i. Ashes
ii. Garbage's
iii. Sewage treatment
- 4a. Write short notes; (3 marks)
i. Landfills
ii. Dumpsites
iii. Pyrolysis (3 marks)
b. Define surface impoundment. (3 marks)
c. Describe the three major types of waste treatment (3 marks)
d. Expatriate on the concept of Solidification as a waste treatment (3 marks)
e. List two (2) effects of poor waste management on land. (3 marks)

QUESTION 2

2a. By supplying pertinent data on the marketing variables, environment, and consumers, marketing research contributes to the reduction of part of the ambiguity. Without this data, it is impossible to anticipate with accuracy or reliability how consumers will react to marketing campaigns. What are the models to completely comprehend the function and method of marketing research and explain the stages taken in the creation of the model? **5marks**

2b. Market research aids in reaching useful findings, whether an organization or business wants to discover consumer purchasing patterns or whether customers are likely to pay a specific price for a product. Identify and describe the variations of marketing research **15marks**

(TOTAL 20 MARKS)

QUESTION 3

3a. Since marketing is a dynamic subject of study by nature, there have been many developmental changes since the field's inception up till the present. Describe marketing's nature in Okpara's (2000) view. **8marks**

3b. The field of marketing is very broad; it encompasses all actions, from the generation of ideas to the realization of profits. Any form of entity that is valuable to a market segment can be promoted because marketing has an incredibly broad scope. How could you explain the Scope of Marketing according to Anyanwu (1998)? **12marks** **(TOTAL 20 MARKS)**

QUESTION 4

4a. The marketing function is an important part of the marketing process since it shows how marketers contribute to the success of businesses. As a marketing expert, becoming familiar with these elements can help you better understand your business, create marketing strategies that work, and promote your company. Discuss. **10marks**

4b. The term "marketing mix," which was coined by Neil Borden, was first used in 1949. An executive is a mixologist who sporadically follows a recipe as he goes, sporadically adjusts a recipe to employ ingredients that are already on hand, and sporadically experiments with or produces substances that no one else has tried. (Culliton, J.) 1948

Borden stated that "when building a marketing program to fit the needs of his firm, the marketing manager must weigh the behavioural forces and then juggle marketing elements in his mix with a keen eye on the resources with which he has to work." 365 (1964, Borden, N.)

N.). What components of the marketing mix about services marketing are you to discuss?

10marks

(TOTAL 20 MARKS)

QUESTION 5

5a. Service is defined as a package of intangible advantages provided to a market by an individual or organization for consumption. In addition to being intangible, services vary from products' goods versions in several ways. What are the features that Nwokah (2008) captured?

12marks

5b. The difficulties in marketing services are caused by the unique qualities of marketing services. Explain all challenges stated by Nwokah (2008). **8marks (TOTAL 20 MARKS)**

- 5a. Define biodiversity loss (3 marks)
- b. List two drivers of biodiversity loss (3 marks)
- c. Mention two effects of biodiversity loss (3 marks)
- d. Define the term Conservation (3 marks)
- e. Mention two game reserve in Nigeria. (3 marks)