



NATIONAL OPEN UNIVERSITY OF NIGERIA  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION

**2024 1 EXAMINATION**  
~~2023-2 EXAMINATIONS SETS~~

Credit Unit: 3

Course Code: MKT403

Course Title: Management Information System

Time Allowed: 2 ½ hours

Instruction: Attempt question ONE) 25marks and any three questions 15marks each of your choice

### QUESTION ONE

- Evaluate the relevance of marketing decisions in the area of product decisions. **5 marks**
- There are various categories of market research design; discuss the exploratory and the descriptive research design. **10 marks**
- Succinctly discuss the visual data processing **10 marks**

### QUESTION TWO

- The role of objective cannot be underrated in marketing research process. Describe the role of objective in the marketing research process. **5 marks**
- Identify and assess the steps involved in formulating a research design. **10 marks**

### QUESTION THREE

- What are the pitfalls of the postal survey/ mailing system **5 marks**
- Discuss the main disadvantages of the postal survey/ mailing system and its pitfalls.

**10 marks**

### QUESTION FOUR

- Differentiate between consumer general research and business-related research. **5 marks**
- Write a lucid note on quantitative research and business market research. **10 marks**

### QUESTION FIVE

- List any five sections that are expected in a commercial proposal **5 marks**
- Evaluate the guidelines for developing a cover letter. **10 marks**

- (a) Jessica did not receive Ms Happiness's letter. However, she initiated a letter to her childhood friend, Ms Happiness on 25 January 2024 in which she offered to buy the Samsung Fold 5 for NGN1.050 MILLION. Advise Jessica (5 marks)
- (b) Malami replied on 20 January 2024 offering to pay N980,000.00. On a second thought, he changed his mind and on 25 January 2024 he wrote another letter offering to pay the NGN1.050 MILLION asked by Ms Happiness. Both letters were received at the same time. Advise Malami (10 marks)

### Question 3

Highlighting the rationale for the "*nemo dat quod non habet*" rule, attempt an exhaustive discussion of the exceptions to the rule. (15 marks)

### Question 4

- (a) Generally, the term 'arbitrability' involves determining distinguishing which types of disputes may be resolved by arbitration and which belong exclusively to the domain of the courts. Comment on this statement. (5 marks)
- (b) Identify and discuss two types of consideration.(10 marks)

### Question 5

Write short notes on the following:

- (a) Pre-colonial judicial system in Nigeria (7.5 marks)
- (b) Elements of unfair competition (7.5 marks)

### Question 6

- (a) Using the authority of Commissioner of Inland Revenue v Muller & Co's Margarine Ltd (1901) AC 217 explain the benefits and attractions of goodwill. (5 marks)
- (b) Fiduciary obligation is an inflexible rule of equity which requires undivided and absolute loyalty from the person that owes the duty. This includes the Nigerian director. Discuss. (10 marks)