



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 3 EXAMINATION SETS~~

Credit Unit: 2

Time Allowed: 2 hours

Course Code: MKT411

Course Title: Marketing for Cooperative

Semester: First Semester

Instruction: Attempt question ONE 30marks and any two questions 20marks of your choice

QUESTION ONE

- a. Discuss "exchange function" as one of the activities for delivering effective value offerings. **10 marks**

Describe the concept "financial ~~management~~ ~~highlight the advantages~~ of the standardizing and grading method **10 marks**

- c. Exhaustively discuss Sea and the Road Freight mode of transportation **10 marks**

QUESTION TWO

- a. Evaluate the following types of price strategies: **10 marks**

- i. Above-At-, or Below-Market Pricing
- ii. Loss-Leader Pricing
- iii. Target Profit
- iv. Target Return-on-Sales Pricing

- b. Discuss five (5) principles of Cooperative **10 marks**

QUESTION THREE

- a. Evaluate the general Role of Agriculture in Nigeria and the economy **10 marks**

- a. Succinctly discuss the use of "buying situations" and "Usage Rate" as a basis for segmenting non-agricultural products **10 marks**

QUESTION FOUR

- a. Explicate the container system mode of transportation **10marks**
b. Extensively examine the Profit and sales-oriented pricing objective **10 marks**