NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2024_1 EXAMINATION

COURSE CODE: MKT730   CREDIT UNIT: 2

COURSE TITLE: FUNDAMENTALS OF MARKETING

TIME ALLOWED: 2 HOURS

Instruction: 1. Attempt question number one (1) and any other three (3)

2. Question number one (1) is compulsory and attracts 30 marks,

   while any other three questions attract 20 marks each

3. Present your answers any points in a clearly and orderly manner

1. (a)   What do you mean by the term "Customers Relationship Management"?   (5 Marks)

   (b)   Why is Customers Relationship Management necessary for an organisations? (10 Marks)

   (c)   In what ways can Customers Relationship Management can be practiced by an organization?   (15 Marks)

2. (a)   Product failure can be attributed to several reasons and factors. Discuss.   (10 Marks)

   (b)   Identify and discuss any five of the various categories of products   (10 Marks)

3. (a)   For an organization to be successful, it needs to monitor its publics and anticipate their moves. Discuss fully.   (10 Marks)

   (b)   Using relevant examples, explain how any five micro-environmental forces affect the performance of an organization.   (10 Marks)

4. (a)   Of what relevance is market segmentation to the performance of an organization? (10 Marks)

   (b)   In what ways can this be achieved?   (10 Marks)

QUESTION 4

(a) Define ferromagnetism with examples (**4marks**)

(b) Write the expression for the magnetic susceptibility and define its terms (**4mark**),

(c) A magnetic material has a magnetization of 6600 A/m and flux density $0.0086 weber/m^2$. Calculate the magnetization force and the relative permeability of the material. (**7marks**)

QUESTION 5

(a)-Define the followings

i-Impurity defect   ii- Substitutional impurity defect   iii-interstitial impurity (**4.5marks**)

(b)- Explain the concept of grain boundaries (**4.5marks**)

(c)- List the three types of point defects and explain them (**6marks**)