



**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**

**COURSE TITLE: Pricing Policy**

**SEMESTER: First Semester**

**INSTRUCTION: Answer question ONE 25marks and any Other THREE Questions 15marks each**

**COURSE CODE: MKT 829**

**No. OF CREDIT: 3 UNITS**

**TIME: 2½hours**

- 1a. It is not sufficient for an organisation to develop a good product, reasonably priced, and effectively distributed without proper communication. Define the concept of promotion, explain the communication process, and enumerate the factors that influence effective communication.  
**15 marks**
- 1b. In entering the international market, what are the factors that influence product adoption marketers should take cognizance of?  
**6 marks**
- 1c. Factors influencing pricing decisions can either be internal or external. Why do you think managers focus more on external environmental factors than internal factors?  
**4 marks**
2. In the 21<sup>st</sup> century, marketers tend to focus more on total profit pricing than item profit pricing. Justify why product line pricing is good and explain the strategies associated with product line pricing.  
**15 marks**
3. Marketers at times, based product pricing on competitive bidding rather than any factors. Briefly explain the concept of competitive pricing and evaluate four (4) options/methods available to managers when using competitive pricing.  
**15 marks**
- 4a. Fixing prices for customers is different from fixing prices for consumers. Products bought for resale are priced differently from the ones for consumption. As a product pricing expert, enumerate three (3) issues to consider in fixing a price for resale.  
**6 marks**
- 4b. Product characteristics are capable of influencing product pricing. Briefly explain the product attributes factors influencing product pricing policy.  
**9 marks**
5. Channel management decision focus on the management of intermediaries. As a marketing expert, suggest five (5) steps in managing individual middlemen and enumerate five (5) Factors that must be taking into consideration in choosing channel type  
**15 marks**