



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

COURSE CODE: ENT 722

CREDIT UNIT: 2

COURSE TITLE: ENTREPRENEURIAL MARKETING

TIME ALLOWED: 3 HOURS

INSTRUCTION:

- 1. Indicate your matriculation number clearly**
- 2. Answer question one (1) & attempt any other two (2) questions**
- 3. Question one (1) is compulsory and carries 30 marks. While any other two (2) answers attract 20 marks each. With total of 70 marks**
- 4. Present all your points in coherent and orderly manner**

- 1a. Define market segmentation and discuss its role in identifying and targeting specific customer group (10 Marks)**
- 1b. Choose a product or service and develop a market segmentation strategy for its successful launch by addressing the following:**
 - a. Describe the product or service and its target market.**
 - b. Identify and describe the relevant market segments for the product or service.**
 - c. Discuss the key marketing strategies and tactics for effectively reaching and appealing to each identified market segment (20 Marks)**
- 2a. Discuss the importance of market research in the market planning process (10 Marks)**
- 2b. Discuss the role of market research in identifying and validating market segments (10 Marks)**
- 3a. Explain the importance of for the need for marketing planning (10 Marks)**
- 3b. Explain the 6 parts of marketing (10 Marks)**
- 4a. Discuss in details the 5 Ps of marketing (10 Marks)**
- 4b. Compare and contrast the concept of market and marketing. (10 Marks)**