



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDIASIKIWE EXPRESSWAY, JABI – ABUJA**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024\_2 EXAMINATION**

**COURSE CODE: MKT 826**

**COURSE TITLE: Marketing Management and Strategy**

**TOTAL CREDIT: 3**

**TIME: 3 HOURS**

**INSTRUCTION: Attempt Question ONE (1) and any other Three (3) Questions**  
**Question 1 is Mandatory and carries 25 marks, while the other questions carry 15 marks each.**

- 1a. Elaborate on the role of market research in marketing. Discuss any five methods and techniques used to gather consumer insights and analyze market trends. (20 marks)
- 1b. How does research and analysis of markets and customers contribute to marketing planning? (5 marks)
- 2a. Why is market segmentation important in marketing strategy? (7 marks)
- 2b. What are the four basic factors that affect market segmentation? (8 marks)
- 3a. What is geographic segmentation, and how can it be used in marketing? (7 marks)
- 3b. How does behavioural segmentation divide consumers into groups? (8 marks)
- 4a. Briefly explain the concept of product as a product analyst. (8 marks)
- 4b. Discuss any two reasons why marketing is most necessary in an economy (7 marks)
- 5a. How does basic research differ from applied research in marketing, and what are their respective purposes? (8 marks)
- 5b. Why is applied research important for organizations in solving specific marketing problems and making informed decisions? (7 marks)