



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT 722

CREDIT UNIT: 2

COURSE TITLE: ENTREPRENEURIAL MARKETING

TIME ALLOWED: 2 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**

- 1a. The fundamental marketing goal is to capture and retain customers' profitability. What do you understand by the term marketing? Briefly explain any five (5) functions of marketing.
- 1b. Products have been classified into goods and services, which constitutes what all businesses offer to consumers. Discuss in detail the distinction between goods and services.
- 1c. Enumerate and explain briefly the products and services that are the generally marketed by entrepreneurs / businesses. **(30 Marks)**

- 2a. There are five distinct marketing concepts under which business organisations can conduct their marketing activities. Discuss
- 2b. The Farber customers' fundamental rights grant excessive power to consumers/ customers. List any five of these rights. **(20 Marks)**

- 3a. The traditional 5Ps of marketing have been described as the core of marketing mix, which an entrepreneur must consider in winning over a potential customer. Discuss.
- 3b. New products are launched with the aims of attracting customers and moreover to increase the level of sales in a market. Briefly discuss the stages involved in new product development. **(20 Marks)**

- 4a. Enumerate and discuss the psychological prerequisites of an entrepreneur.
- 4b. Briefly define and discuss the components of entrepreneurial marketing. **(20 Marks)**

- 5a. Market segmentation has been described as the identification and aggregation of individual consumers coming from a heterogeneous population into groups or segments where the members of the group or segment are relatively alike. Discuss the fundamental bases for market segmentation.
- 5b. What is relationship marketing? What are the key methods for building relationship and goodwill in the provision of customer service? **(20 Marks)**