



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91 Cadastral Zone, University Village, Nnamdi Azikiwe Expressway, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2025\_2 EXAMINATIONS**

---

**COURSE CODE: MKT401**

**COURSE TITLE: MARKETING MANAGEMENT**

**CREDIT UNIT: 3**

**INSTRUCTIONS:**

- 1. Indicate your Matriculation Number clearly.**
- 2. Attempt question one (1) and any other three questions; four (4) questions in all.**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly manner.**

**TIME ALLOWED: 2<sup>1</sup>/<sub>2</sub> Hours**

- |     |  |         |
|-----|--|---------|
| 1a) | Give a detailed explanation of the four stages of product life cycle               | 10marks |
| 1b) | Outline the seven stages of marketing planning process                             | 7marks  |
| 1c) | List the eight major criteria which an ideal market segment is expected to meet    | 8marks  |
| 2a) | Define the following concepts<br>(i) Marketing<br>(ii) Marketing segmentation?     | 6marks  |
| 2b) | Why is marketing planning very vital in organisations:                             | 9marks  |
| 3a) | List and explain the six types of marketing organisations                          | 12marks |
| 3b) | Give a simple definition of marketing mix  | 3marks  |
| 4a) | What do you understand by organisational markets?                                  | 6marks  |
| 4b) | Explain in details the three major types of organisational markets                 | 9marks  |
| 5a) | What is the role of marketing in an organisation?                                  | 5marks  |
| 5b) | Define the following concepts<br>(i) Marketing Research<br>(ii) Consumer behaviour | 10marks |