



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

Course Code: MKT730

Course Title: MKT730, Fundamentals of Marketing

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question one (1) and any other two (2) questions**
- 3. Question (one) 1 is compulsory and carries 30 marks while the other two (2) questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

1a. Olaka Musa, a PGD student of NOUN, was not able to attend a facilitation class on the day it was held due to network challenges. The title of that day facilitation was “systems view of marketing”. He has never had a lecture on this topic before. He has approached you to provide a detailed explanation on systems view of marketing. Please educate him on this topic clearly. (10 marks)

1b. Explain the concepts of unwholesome and concealed demands and the tasks of marketers dealing with them. (10 marks)

1c. Discuss at least three purposes that an annual marketing plan serves (10 marks)

2a. What are the three basic but sufficient conditions for efficient market segmentation? (10 marks)

2b. Why is sensitivity to household structure important in designing marketing strategy? (10 marks)

3a. Elaborate on Peppers and Rogers’ four-step framework for one –to-one marketing that can be adopted on CRM marketing. (10 marks)

3b. In a lucid manner, identify three classes of business buying situations. (10 marks)

4ai. Describe tragedy of the commons. (5marks)

4a. Briefly differentiate between primary and secondary stakeholders. (5marks)

4b. Firms can obtain new products in two routes. Explain these two routes clearly. (10 marks)