



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_1 EXAMINATION**

**Course Code: MKT730**

**Course Title: MKT730, Fundamentals of Marketing**

**Credit Unit: 2**

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

**Time Allowed: 2 Hours**

- 1a. Using any nationally known courier services, explain customer satisfaction and customer value pointing out three associated customer value benefits. (10 marks)
- 1b. Explain the concepts of overall and full demands and the tasks of marketers experiencing them. (10 marks)
- 1c. The last step in the strategic marketing planning process is the design of an appropriate marketing mix, Clearly discuss the components of the marketing mix in terms of strategic marketing planning. (10 marks)
- 2a. Adduce four reasons for the adoption of market segmentation by organizations. (10 marks)
- 2b. What is perception and what major roles does it play in the stage of the buying decision process? (10 marks)
- 3a. What four strategies do winning companies adopt to improve the value of their customer base? (10 marks)
- 3b. Briefly examine the five buying decision process in business. (10 marks)
- 4a. Discuss the issues surrendering moral obligation as it affects multinational firms in Nigeria (10 marks)
- 4b. Studies of well managed service companies show that they share a number of common virtues regarding service quality. Explicate such five commonalities. (10 marks)