



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: MKT826

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question One (1) and any other three (3) questions; four 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: 2½ Hours

- (a) Explain the 4ps of marketing.
 - (b) Explain the marketing models.
 - (c) Describe 5 problems of marketing in developing economics. (25 marks)
- (a) Explain the basic prospects of marketing in developing economies. (10 marks)
 - (b) Explain how politics can affect consumer behaviour. (5 marks)
- (a) List and explain the characteristics of services. (10 marks)
 - (b) Describe in detail the 7Ps of services marketing. (5 marks)
- (a) Describe marketing mix. (6 marks)
 - (b) Mention the role of marketing planning. (9 marks)
- (a) Explain the importance of marketing research. (10 marks)
 - (b) Analyze the development of marketing research as a profession. (5 marks)