



OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
FACULTY OF EDUCATION

DEPARTMENT OF EDUCATIONAL MANAGEMENT AND BUSINESS STUDIES
HARMATTAN SEMESTER EXAMINATION, 2017/2018

Name of Examination: B.Sc. (Ed.) Degree
Course Code: BBE 403
Course Title: Marketing Management Strategies
Course Unit: 2C
Duration: 2 Hours
Instruction: Attempt All Questions in both parts.

PART I

1. Marketing as a concept is premised on two major actions or activities, these are -----
and
2. The 5Ps of strategy are
..... and
3. A strategy that does not produce desired result it anticipated for has.....
4. is the monitoring of actions, steps to assess effectiveness of
strategies and actions
5.
..... and are the main basis/criteria for market
segmentation.
6. consist of a group of customers who shares a similar set of
wants
7. The five forces affecting an organisation are:
a.....
b.....
c.....
d.....
e.....

PART II

1. (a). Give two (2) insightful definitions of Marketing Strategy.
(b). Explain the reasons for taking strategic decisions
(c). State the steps involved in analysing the strategic marketing environment.
- (25marks)
2. (a) Identify the elements of marketing
(b). Highlight various strategies that can be adopted under each of the elements.
- (15marks)
3. Write notes on following:
 - SWOT analysis
 - SMART objectives

- (10marks)