



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
QUESTIONS

COURSE CODE: MKT 730

CREDIT UNIT: 2

COURSE TITLE: FUNDAMENTALS OF MARKETING

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question number one (1) and any other (2) questions.
2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.
3. Present all your points in coherent and orderly manner.

Question 1

- a. Discuss the importance of environmental scanning and environmental analysis.
- b. Mention and explain demographic attributes used to segment consumer markets.
- c. Differentiate between primary and secondary stakeholders.
- d. Briefly explain the concept of social responsibility. (30 marks)

Question 2

- a. Explain the ways through which a company can reduce defection rate.
- b. Analyse the two ways firms can obtain new products. (20 marks)

Question 3.

Give detailed analysis of external and internal marketing environment. (20 marks)

Question 4

- a. Guerilla Marketing is founded on several principles. List seven of these principles.
- b. What are some of the risks associated with Guerilla Marketing?
- c. Differentiate between Buzz Marketing and Experiential Marketing. (20 marks)

Question 5

- a. Explain the term Customer Relationship Management (CRM).
- b. State reasons why some companies failed to adopt CRM System.
- c. Discuss the role of market segmentation. (20 marks)