



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
SCHOOL OF MANAGEMENT SCIENCES  
JUNE/JULY, 2013 EXAMINATIONS**

**Course Code: BHM730**  
**Course Title: Fundamentals of Marketing**  
**Course Unit: 3**  
**Instruction: Answer Question ONE and any other Three questions.**  
**Time: 2 Hours.**

1.
  - a. Give any two definitions of Marketing
  - b. List and Explain Five of the Building Blocks of Marketing
  - c. Identify the classifications of Marketing functions
2.
  - a. List and explain five of the eight different common states of demand and the corresponding tasks facing marketing managers.
  - b. Describe the five philosophies guiding marketing efforts.
3.
  - a. Discuss the five-step process of strategic marketing planning
  - b. Highlight the content of an Annual Marketing Plan
4.
  - a. What is Market Segmentation?
  - b. List and discuss the benefits of Market Segmentation.
5.
  - a. Itemize and discuss the six stages of the buying decision process.
  - b. List the components of the Business market.
6.
  - a. List and Discuss five ethical issues in Business
  - b. Highlight the Theories of Business Ethics and discuss any one of them.