



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA  
FACULTY OF MANAGEMENT SCIENCES  
JANUARY 2018 EXAMINATION  
EXAM QUESTIONS**

**COURSE CODE: CRD 411**

**CREDIT UNIT: 2**

**COURSE TITLE: MARKETING FOR COOPERATIVES**

**TIME ALLOWED: 2 HOURS**

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

**:**

1. (a). Define Marketing from the perspective of Armstrong and Kotler (2008)? (3 marks)
  - (b) Carefully explain the following:
    - i. Latent demand
    - ii. Declining demand
    - iii. Negative demand
    - iv. Unwholesome demand
    - v. Overfull demand (5 marks)
  - (c) Explain the principles of cooperative society (7 marks)
  - (d) Describe in details the various classification of cooperatives based on organizational structure (6 marks)
  - (e) Explain the factors that affect pricing decisions using the 6Cs. (9 marks)
2. (a) Define agricultural marketing?

- (b) Identify and critically examine the various functions of marketing channels
- (c) Explain what market intelligence means
- (d) List five internal sources of capital to a cooperative society (20 marks)

3.(a) Explain what you understand by agriculture?

- (b) What are the roles play by agriculture in national development
- (c) What are the challenges associated with the development of agriculture in Nigeria?
- (d) Identify and explain those factors affecting choice of channel of distribution of agricultural produce (20 marks)

4. (a) Explain in details what you understand by the following terms:

- i. Need
- ii. Want
- iii. Standardization
- iv. Negative demand
- v. Unwholesome demand

(b) Carefully identify and describe the basic features of agricultural produce

(c) List and explain three types cooperative societies based on functions.

(d) Identify five external sources of capital to cooperative societies (20 marks)

5. (a) Highlight five of the challenges that confronted marketing boards in the country.

(b) Explain in details the requirements for effective market segmentation

(c) List three types of utility and explain them

(d) Explain the role and importance of transportation (20 marks)