



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION
SCHOOL OF MANAGEMENT SCIENCES

COURSE CODE: COP 412

CREDIT UNIT: 2

COURSE TITLE: COOPERATIVE MARKETING

TIME ALLOWED: 2hrs

- 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 questions carry 20 marks each**
 - 3. Present all your points in coherent and orderly manner**

1.
 - a. List and discuss six (6) requirements for successful market segmentation?(6marks)
 - b. Apart from the growing disparity in market power between farmers and their suppliers or buyers, list five (5) other public concerns over concentration and other structural changes in the food and agricultural industries?(5marks)
 - c. List the components of the two main parallel paths in New Product Development (NPD) process?(4marks)
 - d. List six (6) types of agency-based sales you know?(12marks)
 - e. Highlight three (3) factors that have led to the decrease in the number of farm supply cooperatives and discuss two of them?(3marks)
2.
 - a. List four (4) reasons why the National Federation is better suited to handle export trade of cooperatives?(8marks)
 - b. List four (4) purposes for analyzing customers' data in the analytical CRM?(6marks)
 - c. Based on use, highlight the three (3) spectrum of brand name?(6marks)

3.
 - a. What is marketing mix (3marks)? List five (5)marketing mix you know? (5marks)
 - b. List five (5)back office operation conducted in Customer Relationship Management?(7 1/2marks)
 - c. List three (3) outputs of the estimates that can be generated in business analysis?(4 1/2marks)
4.
 - a. What is a Cooperative Bargaining Association?(3marks)
 - b. Highlight five (5)primary roles of Cooperative bargaining association and discuss only 2 of the roles?(7 1/2marks)
 - c. What do you understand by brand extension?(2marks)
 - d. What is cooperative adaptation? State two (2) drivers of cooperative adaptation?(7 1/2marks)
5.
 - a. Highlight three (3) structural changes in the modern food and agricultural industries?(3marks)
 - b. What is brand identity? List five (5)branding approaches you know? (7marks)
 - c. What is direct marketing; list four (4) drawbacks of direct marketing? (5marks)
 - d. What is Fuzzy front end,list four (4)front-end elements you know? (4marks)