



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**OCTOBER/NOVEMBER 2016 EXAMINATION**

**COURSE CODE:** COP 412  
**COURSE TITLE:** COOPERATIVE MARKETING  
**CREDIT UNIT:** 2  
**TIME ALLOWED:** 2<sup>1/2</sup> HOURS

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

**QUESTIONS**

1.
  - a. List 4 purposes for analyzing customers' data in the analytical CRM? (6marks)
  - b. Apart from the growing disparity in market power between farmers and their suppliers and buyers, List 5 other public concerns over concentration and other structural changes in the food and agricultural industries? (6marks)
  - c. List the components of the two main parallel paths in New Product Development (NPD) process? (6marks)
  - d. List three outputs of the estimates that can be generated in business analysis? (6marks)
  - e. Highlight three factors that have led to the decrease in the number of farm supply cooperatives in limited geographical territory and discuss two of them? (6marks)
2.
  - a. List 5 reasons why the National Federation is better suited to handle export trade of cooperatives? (6marks)
  - b. List and discuss 4 requirements for successful market segmentation? (8marks)
  - c. Based on use, highlight the three spectrum of brand name? (6marks)
3.
  - a. What is marketing mix? List the marketing mix you know and discuss only 3 of them? (6marks)
  - b. List 5 back office operation conducted in Customer Relationship Management? (8marks)

c. List 6 types of agency-based sales you know? (6marks)

4.

a. What is a Cooperative Bargaining Association? (5marks)

b. Highlight 5 basic roles of Cooperative bargaining association and discuss only 2 of the roles (5marks)

c. What is brand extension? (5marks)

d. What is Fuzzy front end and list 5 front end elements you know? (5marks)

5.

a. Highlight 4 structural changes in the modern food and agricultural industries? (5marks)

b. What is brand identity? List 5 branding approaches you know? (5marks)

c. What is direct marketing; analyze its benefit and drawbacks? (5marks)

d. What is cooperative adaptation? State 2 drivers of cooperative adaptation? (5marks)