



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**Course Code- BHM 730**

**Course Title: Fundamentals of Marketing  
Hours**

**Credit Units: 2**

**Times 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 2 questions carry 20 marks each.**

**3. Present all your points in coherent and orderly manner**

**Question 1**

- a) Briefly explain the term 'new product' 6 marks
- b) Several factors have been responsible for new product failures. Discuss 24 marks

**Question 2**

Market segmentation has been found to be valuable technique for a number of reasons.

Discuss. 20 marks

**Question 3**

- a) Sports marketing is one of the modern marketing communications. Discuss 12 marks
- b) State four benefits of sport marketing. 8 marks

**Question 4**

Buying behaviour in business market differs significantly from consumer behaviour in several ways. Discuss. 20 marks

**Question 5**

Pricing is a management function. Discuss internal factors affecting pricing decisions. 20 marks