



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

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 equal marks each

3. Present all your points in coherent and orderly manner

1.

- a. List 2 conditions that can affect the success of commodity auction sales
- b. Highlight 3 estimates needed in conducting Business analysis
- c. List 2 classifications of marketing strategies each based on the following:
 - i. market dominance strategy
 - i. Porter generic strategy
 - ii. Innovation strategy

2.

- a. List 5 reasons why the National Federation is better suited to handle export trade of cooperatives
- b. List and discuss 4 requirements for successful market segmentation

3.

- a. What is marketing mix? List the marketing mix you know and discuss only 3 of them
- b. List 5 back office operation conducted in Customer Relationship Management

c. List 6 types of agency-based sales you know

4.

a. Highlight 4 structural changes in the modern food and agricultural industries

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

b. What is direct marketing; analyze its benefit and drawbacks?

5.

a. What is a Cooperative Bargaining Association?

b. Highlight 5 basic roles of Cooperative bargaining association and discuss only

2 of the roles