## NATIONAL OPEN UNIVERSITY OF NIGERIA, PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI – ABUJA FACULTY OF SCIENCES

## JANUARY/FEBRUARY 2018 EXAMINATION

**COURSE CODE: DAM361** 

**COURSE CREDIT: 2** 

COURSE TITLE: BUSINESS COMMUNICATION AND NETWORKS\_

TIME ALLOWED: 2 Hours

**INSTRUCTION:** Answer questions 1 and any other three (3) questions;

Total score = 70

## **QUESTIONS**

1a. Assuming you were enlisted on industrial training in an online marketing firm. Based

on your knowledge of Business Communication and Networks, state eight (8) major

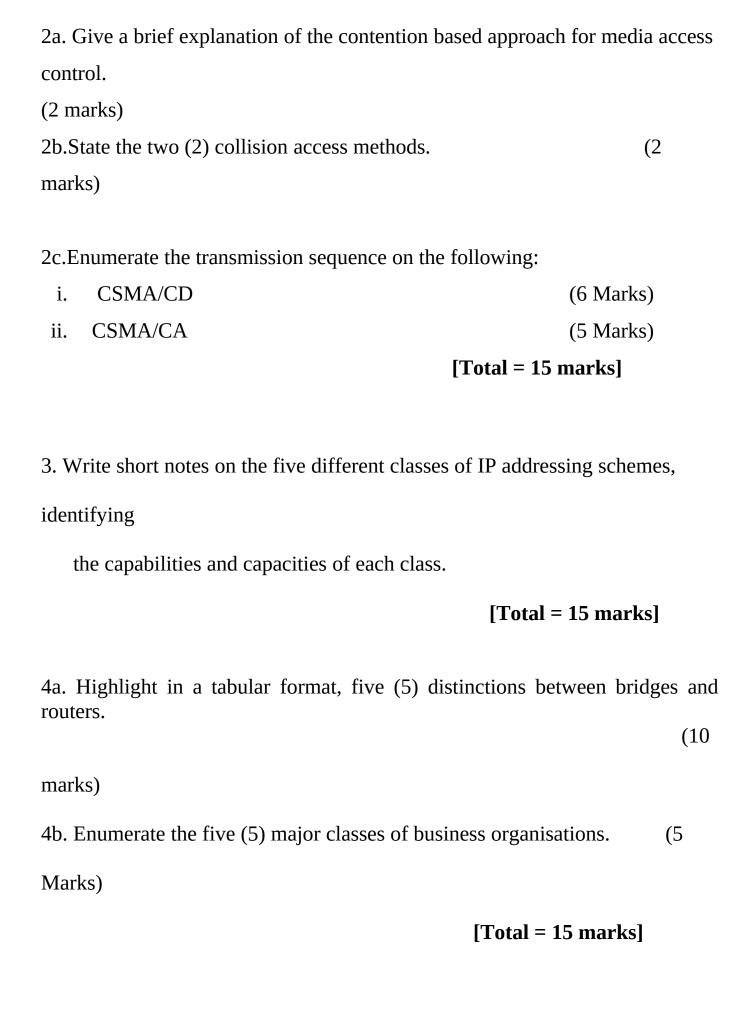
factors that would determine the way the marketing strategy of that firm is structured. (8

marks)

1b. Enumerate the key elements of a marketing performance analysis. (4 marks)

1c. With the aid of a well-labelled diagram, describe the marketing plan process model.

(13 marks)



marks)

5b. State the five (5) elements that constitute a partnership agreement.

(5 marks)

5c. Comment briefly on the following types of orientation in marketing:

- *i.* Product orientation
- *ii.* Sales orientation) 2 marks each; 2x3 = 6 marks
- *iii.* Production orientation

[Total = 15 marks]