



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES

JANUARY, 2018 EXAMINATION

EXAM QUESTIONS

COURSE CODE: MKT 826

CREDIT UNIT: 3

COURSE TITLE: MARKETING MANAGEMENT AND STRATEGY

TIME ALLOWED: 2 ¹/₂ HOURS

INSTRUCTIONS:

- 1. Attempt question number one (1) and any other (3) questions.**
- 2. Question number 1 carries 25 marks, while the other three (3) questions carry 15 marks each.**
- 3. Present all your points in coherent and orderly manner**

- A. Discuss the eight constraints that hinder the performance of marketing in developing countries.
 - B. Mention and discuss the seven conditions that define when marketing is most necessary in an economy. (25 marks)
- A. Discuss the four components that characterize holistic marketing within the Nigerian marketing environment.
 - B. List and discuss the four contemporary approaches to marketing. (15 marks)
- A. Define services and discuss the factors that define the nature of services in marketing
 - B. State the seven P's necessary for the effective marketing of services. (15 marks)
- A. Explain the six types of marketing organizations
 - B. List and describe four types of marketing organization. (15 marks)
- A. Define marketing research and explain the four ways it can be used.
 - B. Elucidate the benefits of marketing research in management. (15 marks)
- A. Define a product and explain the five levels of the product.
 - B. State the four traditional categories of consumer products. (15 marks)