



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

COURSE CODE: MKT 826
COURSE TITLE: MARKETING MANAGEMENT AND STRATEGY
CREDIT UNIT: 3
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**

1. A. Based on the experience of Nigeria, list and discuss the eight constraints that hinder the performance of marketing in developing countries. **13 marks**

B. List and discuss the seven conditions that define when marketing is most necessary in an economy. **12 marks**
2. A. Discuss the four components that characterize holistic marketing within the Nigerian marketing environment. **8 marks**

B. List and discuss the four contemporary approaches to marketing. **7 marks**
3. A. Define services and discuss the factors that define the nature of services in marketing. **8 marks**

B. List and discuss the seven P's necessary for the effective marketing of services. **7 marks**
4. A. List and explain the six types of marketing organizations. **9 marks**

B. List and describe four types of marketing organization. **6 marks**

5. A. Define marketing research and explain the four ways it can be used. **10 marks**
B. List and discuss the benefits of marketing research in management. **5 marks**
6. A. Define a product and explain the five levels of the product. **7 marks**
B. List and discuss the four traditional categories of consumer products. **8 marks**