



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JUNE/JULY 2017 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 it is 30 marks, while the other questions are 20 marks each
3. Present all your points in coherent and orderly manner

- 1a. Apart from place utility, list 3 other utilities added to a product through marketing? (5 marks)
- b. List 4 purposes for analyzing customers' data in the analytical CRM? (4marks)
- c. Apart from the growing disparity in market power between farmers and their suppliers and buyers, List 5 other public concerns over concentration and structural changes in the food and agricultural industries? (5marks)
- d. List the components of the two main parallel paths in New Product Development (NPD) process? (5marks)
- e. Based on use, highlight the three Spectrum of Brand Name? (5marks)
- f. List 6 types of Agency-Based Sales you know? (6 marks)
2.
 - a. List 5 reasons why the National Federation is better suited to handle Export Trade of Cooperatives? (6marks)
 - b. List and discuss 4 requirements for successful Market Segmentation? (8marks)
 - c. List three output of the estimates that can be generated in Business Analysis?
- 3a. What is Marketing Mix? List the marketing mix you know and discuss only 3 of them? (6marks)
- b. List 5 Back office Operation conducted in Customer Relationship Management? (8marks)

c. Highlight three factors that have led to the decrease in the number of farm supply cooperatives in limited geographical territory and discuss two of them?
(6marks)

4a. What is a Cooperative Bargaining Association? (5marks)

b. Highlight 5 basic roles of Cooperative bargaining association and discuss only 2 of the roles (5marks)

c. What is brand extension? (5marks)

d. What is cooperative adaptation? State 2 drivers of cooperative adaptation?
(5marks)

5a. Highlight 4 Structural Changes in the modern food and agricultural industries?
(5marks)

b. What is Brand Identity? List 5 branding approaches you know? (5marks)

c. What is Direct Marketing; analyze its benefit and drawbacks? (5marks)

d. What is Fuzzy Front end and list 5 front end elements you know? (5marks)