



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

Course Code: COP 412

Credit Unit: 2.

Course Title: Cooperative Marketing

Time Allowed: 2 Hours.

Instructions: 1. Attempt Question 1 and any other two (2) Questions.

2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

- 1.a. Highlight 3 ways that a rural assembly market is different from secondary wholesale market
- b. List 2 classifications of marketing strategies each based on the following:
 - i. market dominance strategy
 - i. Porter generic strategy
 - ii. Innovation strategy
2.
 - a. Highlight 4 basic questions that should be asked I product idea screening?
 - b. List and discuss 4 requirements for successful market segmentation?
 - c. List 6 demographic variables use in market segmentation?
3.
 - a. What is marketing mix? List the marketing mix you know and discuss only 3 of them
 - b. List 6 types of agency-based sales you know?
4.
 - a. What is brand identity? List 5 branding approaches you know?
 - b. What is direct marketing; analyze its benefit and drawbacks?