



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
SCHOOL OF MANAGEMENT SCIENCES  
JUNE, 2013 EXAMINATION**

**COURSE CODE: BHM 402**  
**COURSE TITLE: PRACTICE OF MARKETING MANAGEMENT**  
**COURSE UNIT: 2**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.**  
**TIME: 2 HOURS.**

1.
  - a. Define Marketing Management.
  - b. List six concepts underlying marketing and explain three of them.
  - c. List the five marketing management philosophies and explain two of them.
2.
  - a. Define the Concept of the Marketing Mix.
  - b. List and Explain the 4Ps of the Marketing Mix.
3.
  - a. What is Marketing Planning?
  - b. List six elements of Marketing Planning and explain three of them.
4.
  - a. Discuss the importance of consumer behavior in modern business.
  - b. List and Explain the Four Factors influencing Consumer Behaviour.
5.
  - a. Explain the following concepts:
    - i. Co-Branding
    - ii. Global Branding
  - b. State the benefit of branding to Consumers and Manufacturers.
6.
  - a. Define the concept of Globalization.
  - b. What are the benefits of globalization?
  - c. List the shortcomings of globalization.