



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
SEPTEMBER/OCTOBER 2015 EXAMINATION

COURSE CODE: COP412 **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 carries 30 marks, while the other questions carry 20 marks each
3. Present all your points in coherent and orderly manner

1.
 - a. List 4 purposes for analyzing customers' data in the analytical CRM?
 - b. Apart from the growing disparity in market power between farmers and their suppliers and buyers, List 5 other public concerns over concentration and other structural changes in the food and agricultural industries?
 - c. List the components of the two main parallel paths in New Product Development (NPD) process?
 - d. List three outputs of the estimates that can be generated in business analysis?
 - e. 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?
2.
 - a. List 5 reasons why the National Federation is better suited to handle export trade of cooperatives?
 - b. List and discuss 4 requirements for successful market segmentation?
 - c. Based on use, highlight the three spectrum of brand name?
3.
 - a. What is marketing mix? List the marketing mix you know and discuss only 3 of them
 - b. List 5 back office operation conducted in Customer Relationship Management?
 - c. List 6 types of agency-based sales you know?
4.
 - a. What is a Cooperative Bargaining Association?
 - b. Highlight 5 basic roles of Cooperative bargaining association and discuss only 2 of the roles
 - c. What is brand extension?
 - d. What is Fuzzy front end and list 5 front end elements you know

5.
 - a. Highlight 4 structural changes in the modern food and agricultural industries?
 - b. What is brand identity? List 5 branding approaches you know?
 - c. What is direct marketing; analyze its benefit and drawbacks?
 - d. What is cooperative adaptation? State 2 drivers of cooperative adaptation?