



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

COURSE CODE: BHM 402

CREDIT UNIT: 2

COURSE TITLE: PRACTICE OF MARKETING MANAGEMENT

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question Number one (1) and any other two (2) questions.

2. Question number 1 carries 30 marks, while the other questions carry 20 marks each

3. Present all your points in coherent and orderly manner

QUESTIONS:

1.
 - a. Define marketing.
 - 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. List and discuss the three marketing functions.
 - b. Discuss the roles of marketing.
3.
 - a. Discuss the importance of consumer behavior in modern business.
 - b. List and explain the four factors influencing consumer behaviour.
4.
 - a. Explain the following concepts:
 - i. Co-Branding
 - ii. Global Branding
 - b. Discuss the benefits of branding to consumers and manufacturers.
5.
 - a. Define a new product and briefly discuss the various ways a new product can be classified.
 - b. Discuss the steps involved in a new product development.