



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**OCTOBER/NOVEMBER EXAMINATION 2016**

**COURSE CODE: MGS 730**

**COURSE TITLE: FUNDAMENTALS OF MARKETING**

**CREDIT UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**Instructions:** 1. Attempt question number one (1) and any other (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.

Question 1

- a. Describe the five philosophies guiding marketing efforts of any organization of your choice. **20 marks**
- b. List five conditions of Kotler (1984) that must be satisfied for exchange to take place and give two examples of exchange that does not involve money. **10 marks**

Question 2

- a. State the ways through which a company can reduce defection rate. **10 marks**
- b. Analyse the two ways firms can obtain new products. **10 marks**

Question 3.

Differentiate between the internal and external forces operating in the marketing system. **20 marks**

Question 4

- a. Guerilla Marketing is founded on several principles. List seven of these principles. **10 marks**
- b. What are some of the risks associated with Guerilla Marketing? **5 marks**
- c. Differentiate between Buzz Marketing and Experiential Marketing. **5 marks**

Question 5

- a. Explain the term Customer Relationship Management (CRM). **2 marks**
- b. Highlight reasons why some companies failed to adopt CRM System. **8 marks**
- c. Discuss the role of market segmentation. **10 marks**