



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_2 EXAMINATION**

**COURSE CODE: MKT 826**

**CREDIT UNIT: 3**

**COURSE TITLE: MARKETING MANAGEMENT AND STRATEGY**

**TIME ALLOWED: 3 HOURS**

**Instruction: 1. Attempt question number one (1) and any other three (3)**

**2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each**

**3. Present your answers and points in a clearly and orderly manner**

1. (a) Marketing has been reduced to a number of “Ps” that have increased over time. Discuss fully (16 Marks)
- (b) A number of factors may impose a necessity for marketing on firms operating in a market. Discuss. (9 marks)
2. (a) Marketing concepts like the “Ps” of marketing have also evolved over time starting with the earlier approaches to contemporary approaches. Discuss fully. (8 marks)
- (b) Marketing in a developing economy is more challenging compared with developed economy. Provide adequate justification for this statement. (3 marks)
- (c) The essence of marketing in a developing economy is necessitated by a number of factors. Comment freely on this statement. (4 marks)

- 3 (a) A firm may adopt market segmentation strategy to effectively cover its diverse market. Discuss fully. (10 marks)
- (b) What characteristics qualify a market for segmentation? (5 marks)
- 4 (a) The importance of marketing research in an organization cannot be overemphasized. Provide adequate justification for this statement. (10 marks)
- (b) The Marketing Department plays roles that are critical for the smooth and progressive running of an organization. Provide a robust justification using suitable illustrations to embellish your submission. (5 marks)
- 5 (a) Organisational products fall into categories with their respective types on the basis of which marketing activities can be guided. Discuss fully. (10 marks)
- (b) The relevance of marketing communication in building a successful organization cannot be overemphasized. Discuss. (5 marks)
- 6 (a) There are diverse elements in the marketing communication mix. Provide a robust justification for this assertion. (10 marks)
- (b) The knowledge and skills of sales forecast and its levels can help an organization in a variety of ways. Discuss. (5 marks)