



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**EXAMINATION QUESTION 2022\_2**

**COURSE CODE: ENT722**

**CREDIT UNIT: 2**

**COURSE TITLE: Entrepreneurial Marketing**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question one (1) & any other two) questions in all**
- 3. Question (1) is compulsory and carries 30marks, while the two (2) other questions carry 20 Marks each with Total of 70 Marks**
- 4. Present all your points in coherent and orderly Manner**

**QUESTION 1a:** Mention and explain Frolova (2014) seven types of advertising (14mks)

- b. Itemize 5 each merit and demerit of advertising (10mks)
- c. Tabulate clearly six distinction between Cooperative Thrift and Credit Society (CTCS) and Traditional Ajo or Esusu (6marks)

**QUESTION 2a:** State the four Philips Kotler (2002) classified advertising functions (4mks)

- b. Using any brand or company of your choice, write a simple marketing plan. (16marks)

**QUESTION 3:** Packaging refers to the exterior parts of a product. Research stated that packaging is as essential as the 4p's of marketing. Discuss (20mks)

**QUESTION 4:** Write short note on the following(20mks)

- (a) Deeds of Partnership
- (b) Registration of Business Name
- (c) Memorandum of Association
- (d) Articles of Association
- (e) Cooperative capitalization