



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: MKT401

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Answer question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

EXAMS QUESTIONS

1. (a) Extensively Discuss Three (3) different Models of Consumer Behaviour. **(15 Marks)**

(b) The Hackman and Oldham's Job Characteristic model explains five important job factors. List and discuss **(10 Marks)**

2. Marketing is most necessary in an economy. Itemise and explain briefly the various areas where marketing is necessary in an economy. **(15 Marks)**

3. Mention the stages involved in the marketing planning process. **(15 Marks)**

4. Discuss in details with examples the Strategic goals of marketing communications. **(15 Marks)**

5. Elaborate on the factors that determine Good Sales Forecasting. **(15 Marks)**