



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

Course Code: MKT826

Course Title: Marketing Management

Credit Unit: 3

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other three (3) questions**
- 3. Question 1 is compulsory and carries 25marks while the other questions carry 15marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 ½ Hours

Q1. (a) Discuss the four components of marketing mix.(15marks)

(b). Discuss marketing holistic concept (10marks)

Q2. (a). list and explain the necessity of marketing in an economy (8marks)

(b). Identify and discuss the importance of marketing to an economy (7marks)

Q3. (a). Define service marketing and give examples of service marketing firms (8marks)

(b). Explain the following characteristics of services (7marks)

- Intangible
- Perishable
- Inseparable.

Q4. (a). Define market segmentation. (8marks)

(b). Discuss the following bases of market segmentation (7marks)

- Behavioural
- Demographic
- Geographical

Q5. (a). what is marketing research? (8marks)

(b). State and discuss the importance of marketing research (7marks)