



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDIASIKIWE EXPRESSWAY, JABI – ABUJA
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: MKT 401

COURSE TITLE: Marketing Management

TOTAL CREDIT: 3

TIME: 3 HRS

INSTRUCTION: Answer Question ONE (1) and any other Three (3) Questions

Question 1 is Mandatory and carries 25 marks, while the other questions carry 15 marks each.

- 1a. What is behavioural segmentation, and how does it divide consumers into groups? (5 marks)
- 1b. How can segmentation by occasion be used to target specific consumer needs? (20 marks)
- 2a. What is the Job Characteristic Model, and how does it relate to employee satisfaction?
(8 marks)
- 2b. Explain the concept of skill variety and its importance in job analysis. (7 marks)
- 3a. Outline seven (7) principal modes of engagement for entering foreign markets, and how do they differ in terms of control, capital expenditure, and risk? (7 marks)
- 3b. When launching a product into foreign markets, what factors should a company consider when deciding whether to standardize or adapt its marketing mix? What are the arguments for standardization versus adaptation, and how do globalization and consumer behaviour play a role in this decision? (8 marks)
- 4a. How has the concept of marketing evolved, and what are the key approaches that companies have used in different eras? (7 marks)
- 4b. Why is the marketing concept considered the best approach to marketing, and how does it differ from the production and sales concepts? Provide examples to support your answer. (8 marks)
- 5a. What is the objective of the recruitment and selection process? (8 marks)
- 5b. What parameters should be considered in short-listing candidates for the selection process?
(7 marks)