



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 826

COURSE TITLE: Marketing Management and Strategy

TOTAL CREDIT: 3

INSTRUCTION: Attempt 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.

TIME: 3HRS

- 1a. Explain any five concepts of product management in marketing. Discuss the responsibilities of product managers and their role in developing and launching successful products. (15 marks)
- 1b. What are the benefits of conducting an internal audit in the marketing planning process? (10 marks)
- 2a. Why are segmentation, targeting, and positioning important in marketing planning? (9 marks)
- 2b. How do goals and objectives differ in the marketing planning process? (6 marks)
- 3a. Explain basic market segmentation strategies (8 marks)
- 3b. Briefly discuss the criteria to be met by an ideal market segment (7 marks)
- 4a. Discuss the tactics that can be employed to retain customers deemed worthy of saving (8 marks)
- 4b. Write a short note on Variable and Homogeneous. (7 marks)
- 5a. Briefly discuss buyer decision-making processes for both individuals and groups (8 marks)
- 5b. Explain the four major types of consumer behaviour and factors influencing each type (7 marks)