



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1EXAMINATION

COURSE CODE: MKT401

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt 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: 2½Hours

- 1- (a) Demonstrate your understanding of the concept of marketing Organization with suitable examples **(10marks)**
(b) Provide explanations on four main roles of marketing organization. **(15marks)**
- 2- (a) Using the Nigeria business environment as example describes the three forms of marketing organization **(7.5marks)**
(b) Within marketing environment in Nigeria discuss the four Ps of marketing **(7.5 marks)**
- 3- (a) Discuss the concept of marketing research in Nigeria. **(7.5 marks)**
(b) Discuss the benefits of marketing Research to business organizations in Nigeria. **(7.5 marks)**
- 4- (a)What is consumer behavior? **(3marks)**
(b) Mention and describe the three main types of consumer behavior as experienced in Nigeria. **(12marks)**
- 5- (a) State and explain the seven categories of business products with specific examples from Nigeria. **(7.5 marks)**

(b)Mention and explain the main stages in product development life circle. **(7.5marks)**
- 6- (a) Identify and explain four main role of marketing organization. **(7.5marks)**
(b) Mention and discuss the four Ps of Marketing with practical examples. **(7.5marks)**