



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**Course Code: MKT411**

**Course Title: Marketing for Cooperatives**

**Credit Unit: 2**

**Instructions:** 1. Indicate your Matriculation Number clearly  
2. Attempt Question 1 and any other two (2) questions  
3. Question 1 is compulsory and carries 30marks while the other 2 questions carry 20marks each  
4. Present all your points in coherent and orderly manner

**Time Allowed: 2 Hours**

1) Discuss in detail the benefits that are inherent in cooperative societies **30marks**

2) What is market segmentation? Discuss its requirements for effective segmentation

**20marks**

3) Discuss the evolution of Marketing Board and its significance in Nigeria **20marks**

4) Explain the concept of cooperative movement in Nigeria **20marks**

5) In a concise form, explain the following terminologies:

a) Needs

(b) Wants

(c) Demand

**20marks**