



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

Course Code: MKT730

Course Title: FUNDAMENTALS OF MARKETING

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 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Question 1

- A. Explain the categories and the functions of marketing. (5 marks)**
- B. Discuss the different common states of demand together with the corresponding tasks facing marketing managers. (10 marks)**
- C. Discuss the five alternative concepts or philosophies under which organisations can conduct their marketing activities. (10 marks)**
- D. Identify and explain the various types of customer markets a firm can have. (5 marks)**

Question 2

- A. Discuss the major variables used in segmenting consumer markets. (10 marks)**
- B. (a) State two purposes of a company's annual marketing plan. (2 marks)**
(b) Discuss the contents of an annual marketing plan. (8 marks)

Question 3

- A. (a) Discuss the stages of the buying-decision process in the consumer market. (6 marks)**
(b) Identify the reasons why a particular buying-decision may not involve all the identified stages. (4 marks)
- B. Discuss the components of the business market. (10 marks)**

Question 4

- A. Elaborate on the forces in a firm's macro-environment. (10 marks)**
- B. Discuss at least five types of publics in the marketing environment. (5 marks)**
- C. In terms of service quality, what are the virtues that well-managed service companies have in common? (5 marks)**

Question 5

- A. (a) Discuss customer retention building approaches that were identified by Berry and Parasuraman as cited in Keller and Kotler (2006). **(5 marks)**
(b) Mention the main steps a company can take to reduce the defection rate of customers. **(5 marks)**
- B. Elucidate the reasons why some companies are reluctant to adopt Customer Relationship Management (CRM) system. **(5 marks)**
- C. Identify and explain the five levels of investment in customer relationship building process. **(5 marks)**