



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1EXAMINATION**

**COURSE CODE: MKT826**

**CREDIT UNIT: 3**

**COURSE TITLE: MARKETING MANAGEMENT AND STRATEGY**

**TIME ALLOWED: 3 HOURS**

**Instruction: 1. Attempt question number one (1) and any other three (3)**

**2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each**

**3. Present your answers and points in a clearly and orderly manner**

1. (a) Marketing mix had evolved over time from the classical “4 Ps” to the contemporary “7 Ps”. Discuss **(14 Marks)**
  
- (b) There are multivaried dimensions and sub-dimensions in the discipline of marketing. Provide adequate justification for this statement using any eleven of the dimensions and sub-dimensions to buttress your submission. **(11 Marks)**
  
2. (a) The success of an organization to a large extent depends on the ability to properly deploy promotional tools to market its products. Provide a robust justification for this statement. **(5 Marks)**
  
- (b) Evolution of marketing concepts over time is evident through the various orientations that has been put forward by marketing scholars. With the aid of any ten examples of such orientations, show your understanding of the concept. **(10 Marks)**

3. (a) There are conditions under which an organization may not need to labour on marketing of its products and yet there are conditions under which it is critical for an organization to market its product. Discuss fully. **(10 Marks)**

(b) The contribution of marketing to the growth and development of an economy cannot be overemphasized. Provide adequate justification for this submission. **(5 Marks)**

4(a) There are several theories that can be used to explain consumer behavior. Using any three of such theories, provide an adequate explanation for the concept of consumer behavior.

**(5 Marks)**

(b) Several models have been put forward by scholars to aid the understanding of consumer behavior. Use any two of such models to justify this statement. **(4 Marks)**

(c) Would you subscribe to the notion that product classification is synonymous with new product development? **(6 Marks)**

5. Write lucidly on the following:

(i) Pricing strategies **(10 Marks)**

(ii) Pricing objectives **(2 Marks)**

(ii) Environmental influences on pricing decisions **(3 Marks)**

6. One of the tools for promoting business longevity and sustainable performance is marketing communication. Provide a robust justification for this assertion.

**(15 Marks)**