



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND
SCHOOL OF MANAGEMENT SCIENCES
MARCH 2014 EXAMINATION

Course Code: MKT 826

Credit unit: 3

Course Title: MARKETING MANAGEMENT

Time allowed: 2 1/2 hrs

Question 1 is compulsory, then answer any other Three (3) Questions.

1. (a) Classical Marketing is often described in terms of the four (4) P S, Explain with examples the four P S of Marketing 12 marks
(b) Explain five conditions necessary for marketing to take place in an economy. 13marks
2. (a) Explain in details, five problems of marketing in developing economies 15marks
3. List the stages in the marketing planning process and discuss the first two. 15marks
4. (a) Define market Segmentation 3marks
(b) Explain three methods of Segmenting consumer markets 12marks
5. Using a product of your choice as an example, discuss the product life cycle concept 15marks
6. Mr Bako has just opened a shoe factory in Kano. Explain five pricing strategies available for his use 15marks