



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91 Cadastral Zone, University Village, Nnamdi Azikiwe Expressway, Jabi-Abuja

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

2025_2 EXAMINATIONS

COURSE CODE: MKT401

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTIONS:

- 1. Indicate your Matriculation Number clearly.**
- 2. Attempt question one (1) and any other three questions; four (4) 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: 2½ Hours

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| 1a) | Give a detailed explanation of the four stages of product life cycle | 10marks |
| 1b) | Outline the seven stages of marketing planning process | 7marks |
| 1c) | List the eight major criteria which an ideal market segment is expected to meet | 8marks |
| 2a) | Define the following concepts
(i) Marketing
(ii) Marketing segmentation? | 6marks |
| 2b) | Why is marketing planning very vital in organisations: | 9marks |
| 3a) | List and explain the six types of marketing organisations | 12marks |
| 3b) | Give a simple definition of marketing mix | 3marks |
| 4a) | What do you understand by organisational markets? | 6marks |
| 4b) | Explain in details the three major types of organisational markets | 9marks |
| 5a) | What is the role of marketing in an organisation? | 5marks |
| 5b) | Define the following concepts
(i) Marketing Research
(ii) Consumer behaviour | 10marks |