



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: MKT 411

COURSE TITLE: MARKETING FOR COOPERATIVES

CREDIT UNIT: 2

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

TIME ALLOWED: 2½ Hours

Question 1

1(A)

Marketing boards were effective means of promoting agricultural products before they were disbanded. Highlight the primary reason for the establishment of the marketing boards
(15 marks)

1(B)

Highlight five of the challenges that confronted marketing boards in the country.
(15 marks)

Question 2 What role does market intelligence play in decision-making? (20 marks)

Question 3

Define and explain the concepts of standardization and grading in marketing
(20 marks)

Question 4

At its inception, Rochdale identified seven principles to guide the operations of Cooperative Movement. These principles have been accepted and modified over time. Highlight five of these original principles. (20 marks)