



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

COURSE CODE: MKT826

COURSE TITLE: MARKETING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question One (1) and any other three (3) questions; four 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

1. (a) Explain the 4ps of marketing.
(b) Explain the marketing models.
(c) Describe 5 problems of marketing in developing economics. (25 marks)
2. (a) Explain the basic prospects of marketing in developing economies. (10 marks)
(b) Explain how politics can affect consumer behaviour. (5 marks)
3. (a) List and explain the characteristics of services. (10 marks)
(b) Describe in detail the 7Ps of services marketing. (5 marks)
4. (a) Describe marketing mix. (6 marks)
(b) Mention the role of marketing planning. (9 marks)
5. (a) Explain the importance of marketing research. (10 marks)
(b) Analyze the development of marketing research as a profession. (5 marks)