



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

2020_2 EXAMINATION...

COURSE CODE: MKT 401

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

- 1a) Analyse how you will train newly employed staff of a marketing department, using the sales training process.
- b) The product and market expansion grid are used to identify opportunities for growth.
- c) Examine the elements under this planning tool.
- 2) Categorize and explain the five different theoretical approaches to studying consumer behaviour.
- 3) Write short notes on the following models of consumer behavior:
 - a. The black box Model
 - b. Howard-Sheth Model
 - c. Nicosia Model
 - d. Engel-Blackwell-Kolat Model
- 4) Enumerate the types of products that customers buy. Classify with given examples of different buying habit of customers.
- 5) Carefully identify and explain the determinants of consumer behaviour
- 6) As a manager in a multinational company in charge of detergent production section and required to introduce a new brand of soap. Using the new product development process, discuss the stages you will have to go through to introduce the product till it gets to the end consumer.