

COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MARKETING

ALPHA SEMESTER

300 LEVEL



*Raising A New Generation Of Leaders*

## **DISCLAIMER**

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# COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD

P.M.B 1023, OTA, OGUN STATE, NIGERIA.

TITLE OF EXAMINATION: B.Sc. EXAMINATION

COLLEGE: CBS

SCHOOL: BUSINESS

DEPARTMENT: BUSINESS MANAGEMENT

SESSION: 2014/2015. (NOV. 2014) SEMESTER: ALPHA

COURSE CODE: MKT 311 . CREDIT UNIT: THREE

COURSE TITLE: MARKETING MANAGEMENT

INSTRUCTION: Attempt any FOUR (4) Questions. *TIME: THREE HOURS*

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**Q1** (a).What do you understand by strategic marketing planning? (3 marks)

(b).What are the globally acceptable corporate objectives of a business concern?(3marks).

(c). How do the marketing objectives relate to the marketing strategies formulated ? (5marks)

(d).Draw a model to show your understanding of the topic, strategic marketing planning. (6½marks)

**Q2** (a).Define marketing strategy usable by any business organization. (3 marks)

(b). Itemize the operational marketing strategies that different categories of business ventures can use. (4 marks)

(c). Explain in details the Michel Porter generic strategies. (10½ marks)

**Q3.** (a) What differences do you ascribe between Marketing , Marketing Management

,

and Marketing Concept. ? (7marks)

(b) Briefly discuss other marketing philosophies that assist a business organization to achieve marketing goals. (10½marks)

**Q4.** (a) “It is imperatives that companies must periodically assess the performance of their products/ services in the market place.” With insightful examples, Using

the Boston Consulting Group Matrix (BCG Matrix), explain how a firm can assess the performance of its products / services. (10½ marks)

(b) Suggest the available remedies / options which the firm can take after the assessment of its products / services in (a) above. (7 marks)

**Q5.** (a) “Segmentation is at the heart of marketing strategy”. Explain the importance of market segmentation. (5 marks)

(b) Choose two markets (one from a consumer and one from an organizational market) and show how these may be segmented. (5marks)

(c) “Organizations adopt different strategies in selecting target market segment.” Discuss these strategies and explain the levels of market segmentation. (7½marks).

**Q6.** (a) What do you understand by the term ‘Marketing Information System’? How does it differ from ‘marketing research’? (6marks)

(b) With the aid of a diagram, discuss the composition of Marketing Information System (MKIS) and enumerate the role of MKIS in an organization. (11½marks)

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**TITLE OF EXAMINATION:** B.Sc EXAMINATION

**COLLEGE:** COLLEGE OF BUSINESS AND SOCIAL SCIENCES

**SCHOOL:** BUSINESS

**DEPARTMENT:** BUSINESS MANAGEMENT

**SESSION:** 2014/2015

**SEMESTER:** ALPHA

**COURSE CODE:** MKT 316

**CREDIT UNIT:** 2

**COURSE TITLE:** Marketing of Service and Politics

**INSTRUCTION:** Attempt any THREE (3) Questions. **TIME:** 2 HOURS

Credit will be given for clarity and orderly presentations.

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## **PART I: SERVICE MARKETING**

1. Services represent an important and growing contribution to most economies in the world. Identify and discuss the five powerful forces transforming the service landscape in all major economies of the world (23 marks).
2. "The emergence of service marketing is one of the outcomes of the evolutionary trends (stages) in the world economy." Elucidate this point and indicate the prospects of service marketing in Nigeria. (23 marks)
- 3.. Service Expectations can be affected by some identifiable determinants. List and explain these determinants (23 marks)

## **PART II: POLITICAL MARKETING**

4. (a) In what ways can political marketing differ from commercial marketing? (10 marks)  
(b) What political marketing orientations influence the organization of political parties in any democracy (13 marks)
5. Justify the treatment of politics under service domain of marketing. (23 marks)

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TITLE OF EXAMINATION: B.Sc EXAMINATION

COLLEGE: CBSS

SCHOOL: Business

DEPARTMENT: Business Management SESSION: 2014/2015 SEMESTER: ALPHA

COURSE CODE: MKT 317 CREDIT UNIT: 3

COURSE TITLE: OIL AND GAS MARKETING

INSTRUCTION: Attempt any FIVE (5) questions.

TIME: 2 HOURS

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## Question 1

(a) Examine the importance of oil and gas in the contemporary economies.

(5marks)

(b) Discuss the Contractual structure of Nigerian Petroleum Industry in the upstream sector

(10 marks)

## Question 2

“The inability of OPEC to control the output of non OPEC countries, enforce quota and pricing policies on member nations, have significantly diluted its influence in the global oil business”

(a) Discuss the veracity of this statement with instances.

(8 marks)

(b) What are the instruments used by the Nigerian government to get revenues from the petroleum industry

(6 marks)

(5 marks)

## Question 3

(a) Articulate an agenda for marketing excellence in a deregulated petroleum industry

(6 marks)

(b) With the aid of a diagram, explain the marketing structure of refined crude oil in the downstream sector of the industry.

(8 marks)

## Question 4

(a) What are the likely benefits of deregulation in the pricing of petroleum products to the:

(i) Consumer

(3 marks)

(ii) Marketer

(3 marks)

(iii) Economy as a whole

(3 marks)

(b) Discuss the Nigerian content policy as contained in the petroleum industry bill

(5 marks)

## Question 5

(a) Examine the importance of Oil and Gas in Nigeria

(8 marks)

- (b) Explain the concept of economic rents with the aid of a diagram  
(6 marks)

*Question 6*

- (a) Discuss the major natural gas projects initiated in Nigeria and their marketing arrangements.  
(8 marks)
- (b) Compare and contrast the petroleum market reforms of Thailand and Chile.  
What lessons can Nigeria learn from their deregulation policies?  
(6 marks)



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**TITLE OF EXAMINATION:** B.Sc DEGREE EXAMINATION

**COLLEGE:** COLLEGE OF BUSINESS AND SOCIAL SCIENCES

**SCHOOL:** BUSINESS

**DEPARTMENT:** BUSINESS MANAGEMENT

**SESSION:** 2014/2015

**SEMESTER:** ALPHA

**COURSE CODE:** STS311

**CREDIT UNIT:** 2

**COURSE TITLE:** OPERATIONS RESEARCH

**INSTRUCTION:** Attempt Five (5) Questions in All

**TIME:** 2HOURS 30MINUTES

- Trace the historical relevance of Operations Research to Policy and Strategic Studies.  
14marks
- Model is multifaceted in its development and applications. Elucidate.  
14marks
- Mangoes are transported for sales at Mile12, Oyingbo, Sabo and Agege markets from Abeokuta, Ogbomoso and Ibadan. The following transportation table shows the demand and supply data. Determine an initial solution for this problem using North West and VAM showing their respective total shipment cost.  
14marks

From \ To	Mile 12	Oyingbo	Sabo	Agege	Supply
Abeokuta	29	41	25	46	1250
Ibadan	50	27	45	33	2000
Ogbomoso	43	54	49	40	500
Ondo	60	38	48	31	2750
Demand	3250	250	1750	1250	

- The table below shows how some items are transported from five locations A, B, C, D and E to four locations X, Y, W, Z with the unit cost of transportation shown in the box. Using the three feasible solution method, which method helps in minimizing the transportation cost.

Destination

14marks

	X	Y	W	Z	Supply
A	150	190	135	105	2000
B	90	140	130	140	8000
C	120	100	120	150	7000

<b>D</b>	180	140	200	162	3000
<b>E</b>	110	130	100	160	2500
<b>Demand</b>	1000	4000	8500	4500	

5. The table above indicates the problem of assigning operators to work on different jobs for optimum performance. From the following matrix, find the optimum assignment using the Hungarian method and calculate the total cost.

14marks

Operators \	1	2	3	4
A	11	21	40	21
B	20	15	30	10
C	30	15	5	10
D	22	11	5	10

6. Company XYZ is a manufacturing company in the food and beverage industry seeking to maximize sales by using sales representatives. The company has estimated that the sales per month for each territory in each city is as follows. Which sales representative should be assigned to which territory (city) in order to maximize sales?

14marks

Sales Rep. \ Territory	Abuja	Lagos	Aba	Kaduna
Alan	170	130	150	145
Ben	160	155	170	130
Charles	145	120	135	155
Daniel	150	115	140	165

7. You are given the table below

Activities	Duration
1-2	7
2-4	8
1-3	9

4-6	6
3-4	11
1-5	7
5-6	8

- (a) Draw a network of the table and identify the critical path  
4marks
- (b) Calculate the forward and backward passes for all the events  
4marks
- (c) Calculate the necessary floats for all the activities  
4marks
- (d) Identify the critical path for the floats  
2marks