

COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MARKETING

ALPHA SEMESTER

200 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 211 . CREDIT UNIT: THREE

COURSE TITLE: PRINCIPLES OF MARKETING

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

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**Q1.** “Knowledge of the Marketing environment is vital and important for effective marketing decisions”. Discuss the above statement with reference to the Nigerian marketing environment. (17½ marks)

**Q2.** How does the distribution of industrial goods differ from the distribution of consumer goods? Illustrate these using marketing channels. (17½ marks)

**Q3.** (a) Discuss the basic levels of product that constitute value to the customer and identify the different classification of products highlighting the types of each classification.

(12½marks)

(b) Identify a company’s product mix, citing two examples each of a company’s product length, width and depth. (5marks)

**Q4.** (a) “Conflicts between channel members are inevitable in the distribution process. However, conflicts can be reduced and managed better in other to minimize the friction in the channel management ”. **Explain five possible reasons for emerging conflicts among channel members and discuss various techniques to conflict resolution in channel management.** (10½marks)

(b) Explain the term “ **Marketing Mix** ” and outline its variables . ( 7marks )

**Q5.** (a). Discuss the various classification of advertising with insightful examples.

(10½marks)

(b) Articulate the roles of advertising in modern business with reference to the Nigerian economy. (7marks)

**Q6.** (a). How can companies use packaging and labeling as marketing tools? (10½marks)

(b). Outline and discuss advantages of strong brand. (7marks)



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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:** MKT212

**CREDIT UNIT:** 2

**COURSE TITLE:** ENTERTAINMENT MARKETING

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

**TIME:** 2HOURS 30MINUTES

1. (a) Discuss the factors that led to the growth of entertainment industry in Nigeria (3Marks)  
(b) Marketing through entertainment does not necessarily mean Marketing of entertainment Products/services. Discuss (5Marks)  
(c) Identify entertainment products and discuss briefly how they share common characteristics of services. (6Marks)
  
2. (a) Define sports marketing and entertainment marketing (6Marks)  
(b) Explain the two primary types of sports and entertainment marketing (4marks)  
(c) Compare and contrast sports marketing and entertainment marketing (4marks)
  
3. (a) Marketers sell sports and entertainment participation. Discuss (6Marks)  
(b) The customer can also be the consumer. Elucidate and differentiate between the two terms. (4marks)  
(c) Who are the sports consumers and entertainment business consumer? (4marks)

4. Discuss the basis for market segmentation in Entertainment Marketing.  
(14marks)
  
5. Explain the importance of marketing research in Entertainment Marketing.  
(14marks)
  
6. Internet entertainment has grown dramatically over the last decade. Discuss the emergence in line with the types of Internet entertainment channels.  
(14marks)
  
7. (a) Explain the different kinds of entertainment distribution channels.  
(10marks)  
(b) Discuss the importance product placement in Entertainment Marketing.  
(4marks)