



BOWEN UNIVERSITY, IWO
(OF THE NIGERIAN BAPTIST CONVENTION)
COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES (COMSS)
BUSINESS ADMINISTRATION PROGRAMME
B.Sc. BUSINESS ADMINISTRATION DEGREE
2022/2023 SECOND SEMESTER EXAMINATION

COURSE TITLE: ELEMENTS OF MARKETING
COURSE CODE: BUS 206
CREDIT: 3
TIME: 2 HOURS
INSTRUCTIONS: Answer Question 1 and any other 3 Questions
DATE: JUNE 26, 2023

1. Discuss the various concepts involved in marketing management philosophy, using appropriate diagrams where necessary. **25 marks**
2. Using appropriate diagram, explain the changes that take place between the two institutions of marketing activities. **15 marks**
3. Marketing involves serving a market of end-users. Explain the various actors and forces in the involvement of the product or service moving from the suppliers to the end-user. **15 marks**
4. Briefly explain the following:
 - (i) Market **4 marks**
 - (ii) Market size **4 marks**
 - (iii) Goal of marketers in marketing **7 marks**
5. Companies know that they cannot satisfy all the consumers in a given market. Discuss how market segmentation has solved this problem in the market. **15 marks**
6. Briefly discuss the following:
 - (a) Customer satisfaction **5 marks**
 - (b) Market positioning **5 marks**
 - (c) Market analysis **5 marks**