



**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**

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**COURSE TITLE:** INTRODUCTION TO MARKETING  
**COURSE CODE:** BUS 122  
**CREDIT:** 3  
**TIME:** 2 HOURS  
**INSTRUCTIONS:** Answer Question 1 and any other 3 Questions  
**DATE:** June 26, 2023

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1a. Explain how exchange takes place, using simple modern marketing diagram. **10 marks**

1b. Explain what happens:

- i. When a customer expectation matches a product's perceived performance
- ii. When the performance falls below customer's expectation
- iii. When the performance exceeds the customer's expectation.

**15 Marks**

2. Briefly discuss the basic differences between selling and marketing.

**15 Marks**

3. Explain the following:

- i. Customer value **5 Marks**
- ii. Customer analysis **5 Marks**
- iii. Impact of quality on customer satisfaction. **5 Marks**

4. Discuss five functions of marketing.

**15 Marks**

5. Marketing mix represents the blending of the elements of marketing mix to obtain the marketing objectives. Briefly discuss the importance of marketing mix to obtain an organization's marketing objectives. Use appropriate diagram.

**15 Marks**

6. Explain the following:

- (i) Marketing positioning **7 Marks**
- (ii) Market **4 Marks**
- (iii) Market size **4 Marks**