



**BOWEN UNIVERSITY, IWO**  
College of Management and Social Sciences  
Business Administration Programme  
Second Semester 2021/2022 Examination

<b>Level</b>	: 200
<b>Course Title</b>	: Elements of Marketing
<b>Course Code</b>	: BUS 206
<b>Credit</b>	: 3
<b>Instruction</b>	: Answer Question 1 & any other three Questions.
<b>Time Allowed</b>	: 2 Hours, 30 Minutes
<b>Date</b>	: Thursday, 21 <sup>st</sup> July 2022

1. a. Marketing involves serving a market of end users in the face of competitors. Briefly discuss the company and the competitors as they send their respective products and messages to the consumers either directly or indirectly, using an appropriate diagram for illustration. *(10 Marks)*  
b. Briefly discuss the evolution of marketing to establish the two related developments involved. *(15 Marks)*
2. Using appropriate diagrams, explain:
  - (i) Marketing concepts *(8 Marks)*
  - (ii) Selling concept *(7 Marks)*
3. In viewing a product in its total form, discuss the three views from which a product can be perceived. *(15 Marks)*
4. In marketing, the consumer occupies the central position, which makes the “consumer” to be the focus of all the activities in the marketing function. Discuss the set of controllable tactical marketing tools involved in marketing. *(15 Marks)*
5. a. What is Market Segmentation? *(5 Marks)*  
b. Discuss market segmentation on the basis of specific characteristics and needs. *(10 Marks)*
6. In examining the impact of marketing on the Nigerian economy, discuss the following variables as the influencing factors:
  - i. The Nigerian consumer *(3 Marks)*
  - ii. Product or Service *(3 Marks)*
  - iii. Place or Distribution *(3 Marks)*
  - iv. Promotion or Communication *(3 Marks)*
  - v. Price *(3 Marks)*