



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

Level	: 100
Course Title	: Introduction to Marketing
Course Code	: BUS 122
Credit	: 3
Instruction	: Answer Question 1 & any other three Questions.
Time Allowed	: 2 Hours, 30 Minutes
Date	: Thursday, 21 st July 2022

1. (a) Using a simple modern marketing diagram, discuss the marketing exchanges and relationships that take place in business transaction **(15 Marks)**

(b) Briefly explain what happens when a customer is satisfied and when a customer is dissatisfied **(10 Marks)**
2. Explain the following:
 - (i) Marketing **(5Marks)**
 - (ii) Market Size **(4Marks)**
 - (iii) Exchange and relationship **(6Marks)**
3. Looking at product like human being;
 - (i) Discuss stages involved in life cycle of a product. Using an appropriate diagram **(9 Marks)**
 - (ii) Why is product modification necessary? **(6 Marks)**
4. (a) What can a marketer do to prevent the product from declining at maturity stage? **(9Marks)**

(b) Explain the impact of quality on customer Satisfaction **(6Marks)**
5. Briefly Explain, what it means to conceive a product with the concept 'consumer Benefits' **(15Marks)**
6. Briefly discuss the basic elements involved in the marketing operations **(15 Marks)**