



FACULTY: Humanities, Social and Management Sciences
DEPARTMENT: Business Administration
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: BUS 203
COURSE TITLE: ELEMENTS OF MARKETING
DURATION: 2½ HOURS



INSTRUCTIONS:

1. Attempt any 4 questions.
2. All questions carry equal marks (15 marks)

QUESTIONS

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| 1. | a. What is marketing? | 5 marks |
| | b. Discuss the evolution of marketing. | 10 marks |
| 2. | Identify five (5) functions of marketing and explain each of them. | 15 marks |
| 3. | Mention five (5) micro environmental actors and discourse their relationship with marketing management. | 15 marks |
| 4. | What are the qualities of a good salesman? | 15 marks |
| 5. | State the usefulness of product life cycle to marketers. | 15 marks |
| 6. | Define marketing mix and write short notes on the 4 P's of marketing. | 15 marks |