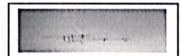


FACULTY: Humanities, Social and Management Sciences
DEPARTMENT: Business Administration
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

**COURSE CODE: BUS 203** 

COURSE TITLE: ELEMENTS OF MARKETING

DURATION:  $2\frac{1}{2}$  HOURS



## INSTRUCTIONS:

1. Attempt any 4 questions.

2. All questions carry equal marks (15 marks)

## **QUESTIONS**

1.	<ul><li>a. What is marketing?</li><li>b. Discuss the evolution of marketing.</li></ul>	5 marks 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 management.	with marketing 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