



FIRST SEMESTER EXAMINATION 2017/2018 SESSION

COURSE CODE: QTS 419 COURSE TITLE: MARKETING FOR QUANTITY SURVEYORS

TIME ALLOWED: 2 Hours 30 Minutes

CREDIT LOAD: 1 Unit

INSTRUCTION: Answer Any Five (5) Questions

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Q-1/

- a) What is marketing and what distinguishes marketing from selling?
- b) What is 'marketing concept'?

Q-2/

- a) What is target market analysis?
- b) What is marketing mix strategy?

Q-3/

- a) What is New Product Development?
- b) What are the steps to New Product Development?

Q-4/

- a) What is Product Life Cycle?
- b) Briefly describe the stages of Product Life Cycle

Q-5/

- a) What are marketing ethics?
- b) What standards of behavior are required of members of the Nigerian Institute of Quantity Surveyors?
- c) What is the composition of the Quantity Surveyors Registration Board of Nigeria

Q-6/

- a) What are 'services'?
- b) Describe the Partnership Model of a professional firm
- c) Distinguish between professional service and construction service