



FIRST SEMESTER EXAMINATION 2018/2019 SESSION  
COURSE CODE: QTS 419 COURSE TITLE: *Marketing for Quantity Surveyors*  
TIME ALLOWED: 2 Hours CREDIT LOAD: 1 Units  
INSTRUCTION: Answer any four questions

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**Question 1:**

- A. As an acting Director of Procurement Unit, FUT Minna, the management of the university seek your advice to outline the roles of the products manager in an organization.
- B. Describe in details, the concept of marketing in construction industry

**Question 2:**

- A. Briefly outline and explain the types of marketing in the construction industry
- B. List out the criteria for the selection of marketing strategies by Quantity Surveying firms

**Question 3.**

- A. Briefly explain the following in consumer goods classification;
  - i. Convenient goods
  - ii. Shopping goods
  - iii. Specialty goods
  - iv. Unsought goods
- B. As a professional QS, the management of a consultant firm solicit your advice on the factors that influence professional design services that affects choice of the promotion tools

**Question 4.**

- A. Enumerate the common set of conditions present in the market place
- B. Briefly outline the types of marketing strategies for Quantity Surveying firms

**Question 5.**

- A. Explain in tabular form the classification of elements of the market mix and sub-element that constitute the four Ps in marketing mix.

**Question 6.**

- A. Describe marketing for construction industry
- B. What are the objectives of promotions in a professional service organisations?
- C. Briefly explain the objectives of marketing in the construction industry