

FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
FACULTY OF ENVIRONMENTAL DESIGN
DEPARTMENT OF QUANTITY SURVEYING
FIRST SEMESTER, 2016/17 SESSION EXAMINATION

COURSE: MARKETING FOR QUANTITY SURVEYORS

CODE: QTS 419

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

TIME ALLOWED: TWO HOURS

Q-1/

- a) What is marketing?
- b) What is the role of marketing?
- c) What is location-based marketing?

Q-2/

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

Q-3/

- a) What are the components of a strategic marketing plan?
- b) Briefly describe the Marketing Assessment Model
- c) What are the benefits of the Marketing Assessment Model?

Q-4/ Distinguish between:

- a) Celebrity marketing and political marketing
- b) Demographic analysis and psychographic analysis
- c) Marketing mix strategy and target market analysis

Q-5/

- a) What are the components of a Marketing Information System?
- b) Explain fully what is meant by New Product Development
- c) Describe the processes involved in New Product Development