**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**JANUARY 2018 EXAMINATION**

**EXAM QUESTIONS**

**COURSE CODE: MKT 308 CREDIT UNIT: 3**

**COURSE TITLE: PROMOTION**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS: 1. Attempt question number one (1) and any other (3) questions.**

 **2. Question number 1 carries 25 marks, while the other three questions carry 15 marks each.**

 **3. Present all your points in coherent and orderly manner.**

Question 1:

1. Identify the roles that promotion plays in an organization. (2 marks)
2. State the reasons why marketing promotion is generally accepted as a useful and necessary function in an organization. (5 marks)
3. List and explain the rules that guide the setting of workable promotional objectives. (12 marks)
4. Discuss the benefits that a firm can derive from promotion. (6 marks)

Question 2:

1. Identify and explain each of the primary tools of promotion. (6 marks)
2. Illustrate with a table showing each of the stages in the process of new product adoption and the primary tools of promotion. Utilize a five-step scale (A, B, C, D, and E) to identify the relative strengths and weaknesses of each of the primary tools of promotion. In this scale A = Very good for this purpose; B = Performs satisfactorily; C = Performs averagely; D = Does not perform well; E = Usually too costly to use for this purpose. (9 marks

Question 3

1. Explain the meaning of the term “promotion mix.” (2 marks)
2. State the roles advertising plays in promotion. (5 marks)
3. Discuss the merits and demerits of advertising. (8 marks)

Question 4

1. Compare and contrast the “Pull Strategy” with the “Push Strategy.” (8 marks)
2. List the determinants of promotional roles that firms assign to resellers. (3 marks)
3. Briefly discuss the ways in which each of the elements of the marketing mix impacts the promotion mix. (4 marks)

Question 5

1. Discuss the stages of the personal selling process. (8 marks)
2. What are the characteristics of good promotion plans? (5 marks)
3. List four factors that affect the promotion budget. (2 marks)

Question 6:

1. Briefly discuss the role of government in consumerism efforts. (6 marks)
2. Discuss the measures applicable in evaluating and controlling sales promotion efforts. (6 marks)
3. In what ways do firms benefit from marketing research? (3 marks)