



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION...

COURSE CODE: MKT308

COURSE TITLE: MARKETING PROMOTION

CREDIT UNIT: 3

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt question one (1) and any other three (3) questions; four questions in all**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

TIME ALLOWED: 2½ Hours

Question 1

- (a) Succinctly explain the sequential stages in the personal selling process **20 Marks**
- (b) Briefly explain characteristics of good promotion planning **5 Marks**

Question 2

- (a) Highlight and briefly discuss factors affecting choice of media **8 Marks**
- (b) Briefly discuss four uncontrollable factors that affect the promotion mix **7 Marks**

Question 3

- (a) List and explain briefly four methods that can be used in sales promotion **9 Marks**
- (b) Identify most salespersons in small firms **6 Marks**

Question 4

- (a) List and briefly explain five factors, that influence the size of promotion budgets **10 marks**
- (b) Conceptually define promotion plans and its broad areas **5 Marks**

Question 5

- (a) Promotion managers have been found guilty of some unethical promotion practices. Explain, any two categories of such unethical promotion practices. **8 Marks**
- (b) Identify and explain briefly, two ethical promotion method that can be used by promotion managers **7 Marks**

Question 6

The evaluation and control of promotion is a major responsibility of promotion management. It is equally important for promotion manager to measure his promotional efforts and also make control decisions based on the available information. In view of the above, identify three promotion measures **15 Marks**