



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024 1 EXAMINATION

COURSE TITLE: Promotion

COURSE CODE: MKT 308

CREDIT: 3 UNITS

INSTRUCTION: Answer question ONE 25marks and any Other THREE Questions 15marks each

TIME: 2½hours

- 1a. Promotion managers are concerned with the sociological environment of the target customer to achieve their promotional goal. Using any industry of your choice, present a white paper on the influence of social class on promotion. **7 marks**
- 1b. State and appraise three (3) bases for judging ethical decisions of promotional activity by the marketing managers **9 marks**
- 1c. As a marketing student, suggests three (3) effective ways of allocating promotion funds **9 marks**
- 2a. Advertising requires a financial commitment from a firm. Suggests five (5) ways of measuring advertising results **7½ marks**
- 2b. Advertising can be misleading with the view to take advantage of innocent customers. Briefly outline five (5) voluntary and statutory systems of advertising control. **7½ marks**
- 3a. The marketing mix comprises four major elements of which promotion is regarded as the most important element. Expatiate **7½ marks**
- 3b. Retailing is one of the important aspects of promotion. Enumerate five (5) conditions under which retailers are important to promotion strategy. **7½ marks**
- 4a. Differentiate between customer store evaluation and customer buying profile. **5 marks**
- 4b. Enumerate and briefly discuss five (5) sales promotion tools available to marketing managers. **10 marks**
- 5a. Briefly explain six (6) factors to consider in the choice of advertising media. **5 marks**
- 5b. Promotional mixes are expedient in achieving the promotional goals of a firm. Enumerate and describe four (4) promotional mixes available to a business firm. **10 marks**