



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 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 One

a) Write short notes on any five of the following.

15Marks

- i. Techniques of prospecting**
- ii. Preapproach**
- iii. Sales approach**
- iv. Sales presentation**
- v. Dealing with objection**
- vi. Closing the sale**
- vii. Sales follow-up**

b) Promotion managers have been culpable of certain practices. Discuss.

10Marks

Question Two

- a) Present the Worth of Promotion/Communication. **8Marks**
- b) Recapitulate the Benefits of Promotion to the Firm. **7Marks**

Question Three

- a) What are the Handy Factors Affecting the Promotion Mix. **9Marks**
- b) Converse the Unmanageable Factors Affecting the Promotion Mix. **6Marks**

Question Four

- a) Offer the Importance of Promotion/Communication. **7Marks**
- b) Summarize the Profit of Promotion to the Firm. **8Marks**

Question Five

- a) Explicate the Push and Pull Promotion Strategies and Their Effects on Resellers. **10Marks**
- b) Delineate promotion mix and display the Four Basic Parts of the Marketing Mix. **5Marks**

Question Six

- a) Examine Sales-Effect Research versus Communications-Effect Research as gears of marketing promotion. **7Marks**
- b) Explain the concept Overall Promotion Measures. **8Marks**