



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

2021_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 One

a) Write short notes on any five 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