



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:

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

Question 2:

- A. Identify and explain each of the primary tools of promotion. (6 marks)
- B. 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

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

Question 4

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

Question 5

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

Question 6:

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