



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS_

COURSE CODE: MKT308 Exam Question

COURSE TITLE: 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. Explain the controllable factors affecting the promotion mix. (5 Marks)
- B. Describe place and give illustration of the marketing mix in action (place) (10 Marks)
- C. Appreciate the elements of promotion in marketing and give illustration of the marketing mix in action (promotion) (10 Marks)

Question 2.

- A. According to the Association of Advertising Practitioners in Nigeria (AAPN), an agency is one which is able to offer client services, creative services, mechanical production and placing of advertisement. List five functions of Advertising Agencies (5 Marks)
- B. Define Advertising Media (5 Marks)
- C. List five (5) advertising Media you know (5 Marks)

Question 3.

- A. Explain the Role of wholesalers in promotion strategy (5 Marks)
- B. Describe the role of retailers in the development of promotional strategies (5 Marks)
- C. Describe Push and pull promotion strategies and their effects on resellers (5 Marks)