



**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**