



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024_2 EXAMINATION

COURSE TITLE: Promotion

COURSE CODE: MKT 308

CREDIT: 3 UNITS

INSTRUCTION: Answer question ONE 25marks and any Other THREE Questions 15marks each

TIME: 2¹/₂hours

- 1a.** Wholesalers play an important role in the distribution and promotion of a company's product. Outline five (5) conditional factors assigned to resellers in a firm promotional strategy. **7¹/₂ marks**
- 1b.** Promotional activities are expected to follow a particular order in ensuring success. Enumerate the promotional control process **7¹/₂ marks**
- 1c.** As a student of marketing, briefly explain two (2) ways of compensating salespeople and suggests alternative means of compensation for salespeople in any industry of your choice. **10 marks**
- 2.** Uncontrollable factors affecting the promotional mix posed more threats to the realization of firms' promotional objectives. Explain five (5) uncontrollable factors affecting the promotional mix. **15 marks**
- 3a.** There are certain rules expected for setting up a workable promotion objective for business enterprises. Outline and briefly explain six (6) criteria for setting promotional objectives **12 marks**
- 3b.** Explain the concept of phoney testimonials as an unethical promotional practice **3 marks**
- 4a.** The size of the promotional budget is influenced by certain factors. Briefly explain seven (7) determinant factors of the promotional budget. **10¹/₂ marks**
- 4b.** Promotional campaign sometimes doesn't yield the expected results. Enumerate three (3) reasons for evaluating promotional efforts **4¹/₂ marks**
- 5a.** Explain the role of government in consumerism with emphasis on President John F. Kennedy's contributions in 1962 **7 marks**
- 5b.** Enumerate four (4) common unethical promotional practices engaged by promotional managers **8 marks**