



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS

COURSE CODE: MKT308

COURSE TITLE: PROMOTION

CREDIT UNIT: 3 Unit

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: 2½Hours

Question 1

Critically analyse the ethical considerations in the promotion process, particularly in the use of advertising and sales promotions. How can companies balance the need for effective promotion with ethical responsibilities? (25 Marks)

Question 2

Discuss the role of promotion within the marketing mix and how it interacts with other elements such as product, price, and place. (15 Marks)

Question 3

Evaluate the effectiveness of sales promotions in comparison to personal selling as tools of promotion. Provide examples to support your argument. (15 Marks)

Question 4

Critically assess the impact of different promotion tools (advertising, publicity, personal selling, and sales promotion) on the various stages of the buyer decision process. (15 Marks)

Question 5

Explain the nature of promotion in marketing and differentiate it from selling. (15 Marks)