## OLABISI ONABANJO UNIVERSITY, AGO-IWOYE.

## FACULTY OF EDUCATION

DEPARTMENT OF EDUCATIONAL MANAGEMENT AND BUSINESS STUDIES
HARMATTAN SEMESTER EXAMINATION, 2013/2014

Name of Examination: B.Sc. (Ed.) Degree

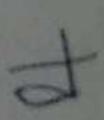
Course Code: BBE 309

Course Title: Promotional Management

Course Unit: 2 C

Duration: 2 Hours

Instruction: Attempt all questions.



(1.) "Promotional management is the communication aspect of marketing, since a good product does ho usually sell itself. With this assertion, express your understanding of the course Promotional Management and state its importance to the marketing practice.

- (20marks)

2) Identify and explain the elements of promotional mix (b) Highlight the promotional strategies under each element identified:

- (20marks)

Discuss the factors to be considered when embarking on promotional activities

- (15marks)

Evolain the concept of Integrated Marketing Communications (IMC) and state its benefits - (15maxs)