

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.

2

1. "Promotional management is the communication aspect of marketing, since a good product does not 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)
3. Discuss the factors to be considered when embarking on promotional activities. - (15marks)
4. Explain the concept of Integrated Marketing Communications (IMC) and state its benefits. - (15marks)