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FACULTY OF EDUCATION  
DEPARTMENT OF EDUCATIONAL MANAGEMENT AND BUSINESS STUDIES  
2017/2018 HARMATTAN SEMESTER EXAMINATIONS

EXAMINATION: Bachelor of Business Education Examination  
COURSE CODE: BBE 309  
COURSE TITLE: Promotional Management  
COURSE STATUS: 2 Units Compulsory  
TIME ALLOWED: 1 Hour 30 Mins  
INSTRUCTIONS: Answer all questions.

SECTION A

1. AIDA stands for \_\_\_\_\_  
(a) Action Involvement decision and affection (b) Aversion, internalization, deconstruction and acceptance (c) Attention, interest, desire and action (d) Attention, interest, decision and action.
2. The degree to which consumer has knowledge of a given brand is known as \_\_\_\_\_  
(a) brand switching (b) conviction. (c) brand awareness (d) AIDA
3. The act of buying a different brand form the one usually purchased is known as \_\_\_\_\_  
(a) conviction (b) brand awareness (c) brand switching (d) AIDA
4. The belief that a given product will meet one's needs better than any other is known as \_\_\_\_\_  
(a) AIDA (b) Adoption (c) Conviction (d) brand equity
5. \_\_\_\_\_ is a series of advertisements showing a product being used as part of a desirable lifestyle (a) AIDA (b) Noise (c) lifestyle campaign (d) interference
6. Promoting one brand by linking it to another, usually as a sales promotion is called \_\_\_\_\_  
(a) order takers (b) ratchet effect (c) piggy-backing (d) sign
7. Advertising in which a product category is promoted rather than an individual brand is known as \_\_\_\_\_  
(a) piggy-backing (b) product differentiation (c) product Advertising (d) ratchet effect
8. The features and benefits of a product that distinguish it from its near substitutes is called \_\_\_\_\_  
(a) piggy -backing (b) product advertising (c) product differentiation (d) prospects
9. The phenomenon whereby an increase in sales resulting from a sales promotion tends to remain after the promotion ends is known as \_\_\_\_\_ (a) piggy-backing (b)prospects (c) ratchet effects (d) rational campaign
10. An advertisement or series of advertisements using facts and figures in an authoritative way to appeal to the consumer's cognition is referred to as \_\_\_\_\_ (a) ratchet effects (b) product advertising (c) rational campaign (d) redundancy
11. The sending of the same message via different routes to overcome the distorting effects of interference and noise is called \_\_\_\_\_ (a) ratchet effect (b) redundancy (c) rational campaign (d) prospects.
12. The geographical or industrial area allocated to an individual sales person is called \_\_\_\_\_  
(a) sales cycle (b) sales territory (c) sales promotion (d) sign
13. Sales promotions in which the consumer makes a purchase of an associated product, the price of which more than covers the cost of the promotion is known as \_\_\_\_\_ (a) sales cycle (b) self-liquidating offers (c) sales territory (d) rational campaign



14. The combination of public relations, advertising, personal selling and sales promotion leading to purposeful marketing communication is referred to as \_\_\_\_\_ (a) marketing mix (b) promotional mix (c) strategic mix (d) product mix
15. The degree to which an individual can remember an advertisement without being promoted is called \_\_\_\_\_ (a) Aided recall (b) unaided recall (c) special recall (d) public recall
16. USP stands for \_\_\_\_\_ (a) Unique Selling Proposition (b) Unique Service Proposition (c) Universal Selling Proposition (d) Unique Selling Promotion
17. The feature or benefit of a product that no other product has is called \_\_\_\_\_ (a) unique selling proposition (b) unique service proposition (c) universal selling proposition (d) unique selling promotion
18. Public relation is characterized by:  
 (i) Low credibility  
 (ii) Low cost
- Which of the following is correct?  
 (a) I only (b) II only (c) I and II (d) neither I nor II
19. Advertising :  
 I. Is a non-personal form of communication  
 II. Is a highly credible form of communication
- Which of the following is correct?  
 (a) I only (b) II only (c) I and II (d) neither I nor II
20. \_\_\_\_\_ comprises various marketing techniques that are often used to provide added value to an offering, with the aim of accelerating sales and gathering marketing information (a) Sales promotion (b) public relations (c) advertising (d) personal selling
21. \_\_\_\_\_ has the highest ability to reach a large target audience (a) Advertising (b) Sales promotion (c) Public relations (d) Personal selling
22. Which of the following promotional tools is most effective at promoting action and purchase behaviour? (a) Personal selling (b) Sales promotion (c) Public relation (d) Advertising
23. The use of celebrities and experts to endorse product offerings is a means to increase \_\_\_\_\_ in marketing communications (a) control and credibility (b) credibility only (c) control only (d) neither control nor credibility
24. Which if the following tools of promotion is considered by target audiences to be the most credible? (a) public relations (b) advertising (c) sales promotions (d) personal selling
25. Direct marketing has \_\_\_\_\_ ability to deliver a personal message and \_\_\_\_\_ ability to target particular audiences (a) high low, (b) low, high (c) high, high (d) low, low

#### SECTION B

- 1a. Define Promotional Management (4 mark)
- 1b. Mention the five principle promotional tools (5 mark)
- 1c. State the key criteria governing an organization's selection and use of each tool (5 mark)
- 1d. Highlight the six stage process of developing effective promotional (6 mark)

Branding  
 packaging

research