



OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
DEPARTMENT OF EDUCATIONAL MANAGEMENT AND BUSINESS STUDIES
HARMATTAN SEMESTER EXAMINATIONS
2016/2017 ACADEMIC SESSION

EXAMINATION: Bachelor of Business Education Examination
COURSE CODE: BED 307
COURSE TITLE: Promotional Management
COURSE STATUS: 2 Units Compulsory
TIME ALLOWED: 2 Hours
INSTRUCTIONS: Attempt all questions.

1 (a) Using Television as means of advertisement has its merit and demerit. Explain (20 Marks)

(b) Identify and discuss any five determinants of Promotional Mix (15 Marks)

(c) State any five (05) characteristics of Personal selling (5 marks) *human barriers*

2. With relevant examples, discuss communication and its effects on consumers. (15 marks)

3. Write briefly on the following

i. Advertising

ii. Public Relations

iii. Marketing mix

iv. Sales Promotion

v. Branding *price*

product
place
(20 Marks)