



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4123: MARKETING COMMUNICATION

MONDAY NOVEMBER 24TH, 2014

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Six** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

Answer 5 questions

1. Write brief notes on the following terms (20mks)
 - a) Integrated Marketing Communication
 - b) Corporate image
 - c) Personal selling
 - d) Market Segmentation
 - e) Trade promotions
2. Utamu Company LTD is a leading cosmetic firm that is launching in the country. The company is recruiting a marketing manager to handle the marketing operations in Kenya. You have been invited for an interview to fill the position and the interview panel has asked you to explain how you will carry out your marketing planning. Discuss your answer (20mks)
3. Clearly enumerate on the differences between intermediate markets and consumer markets (20mks)
4. Corporate image plays important roles to consumers, business to business and company perspectives. Discuss (20mks)
5.
 - a) Explain some of the considerations that will guide you on whether to use internal advertising department or external advertising agencies (10mks)
 - b) Discuss the steps you will undertake in selecting an advertising agency (10mks)
6. ABC Company LTD has consulted you to advise the sales department on the personal selling process. Discuss what you will include in your presentation (20mks)