



PAN AFRICA CHRISTIAN UNIVERSITY

(BACHELOR OF BUSINESS INFORMATION TECHNOLOGY)

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BIT 307

COURSE TITLE: MARKETING COMMUNICATIONS STRATEGY

EXAM DATE: , DATE (DDTH MONTH YEAR)

TIME: START HOUR – END HRS

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other THREE questions in Section **B**.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A
(Answer ALL questions in this section)

QUESTION 1



- a) As a student who has been studying consumer behaviour, look at the above photograph and identify SIX characteristics of this consumer. **(6 Marks)**
- b) Ben is a marketing manager for a bathroom tile company. He is trying to figure out if his firm needs to utilize a push or pull strategy. Giving an example explain the differences between a push and pull strategy. **(4 Marks)**

SECTION B

(Answer any THREE (3) questions in this section)

QUESTION 2

- a) Explain TWO conditions under which sales promotions is more appropriate as a communication function **(2 Marks)**
- b) Due to the recession, your Finance Director wants to cut the advertising budget for the Blue band brand you have responsibility for in favor of personal selling. Justify with FOUR reasons, why he shouldn't cut the budget. **(8 marks)**

QUESTION 3

- a) Personal selling is one of the marketing communications functions; describe its strengths, and weaknesses in the field of marketing communications.
 - i. Strengths **(5 Marks)**
 - ii. Weaknesses **(5 Marks)**

QUESTION 4

- a) Describe FOUR e-commerce models. **(4 Marks)**
- b) Emirates Airlines tagline is "Keep Discovering." Do you think this message spells out clearly what the company stands for and what industry it is in. **(6 Marks)**

QUESTION 5

- a) Explain FOUR importance of understanding consumer behavior as a marketer. **(4 Marks)**

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- b) Luis is a local entrepreneur who wishes to venture in the international market. Propose to him THREE strategies that he can use to venture into this market. (6 Marks)

QUESTION 6

- a) Analyse FIVE challenges that are likely to be faced by any country in marketing communications in the 21st century. (10 Marks)

End of Exam