



PAN AFRICA CHRISTIAN UNIVERSITY

(BACHELOR OF BUSINESS INFORMATION TECHNOLOGY)

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BIT307

CAMPUS: ROYSAMBU

COURSE TITLE: MARKETING COMMUNICATIONS STRATEGY

EXAM DATE:

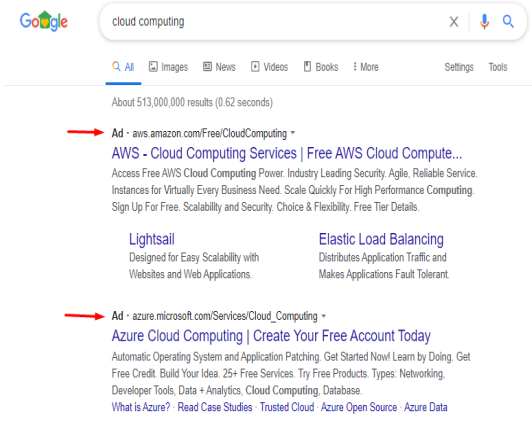
TIME: WEDNESDAY-- 530PM

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

 (i)	 (ii)
 (iii)	 (iv)

a) Using the pictures above, describe the marketing promotional techniques.

(2 Marks)

b) Explain the objectives of each the above promotional techniques.

(4 Marks)

c) For each of the above promotional technique, discuss one disadvantage.

(4 Marks)

SECTION B

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

QUESTION 2

With well-articulated examples, explain how personal factors influence consumer behaviour. **(10 Marks)**

QUESTION 3

- a) Amisi is a successful hairdresser. He decided to grow his business by opening another salon. Amisi does not have an online presence yet, but thinks this might help. Advise him on THREE ways he can benefit from this. **(6 Marks)**
- b) Joyce wanted to sell her mobile phone but did not get any buyer. Her friend suggested that she post her mobile on sale on www.olx.co.ke and found a buyer within two days. Discuss the type of e-business in this case. **(4 Marks)**

QUESTION 4

- a) You are a customer who has downloaded an app made by the local supermarket e.g., Naivas supermarket. Explain THREE ways Naivas supermarket can connect with their audience through the app. **(6 Marks)**
- b) A good salesperson always does follow up after closing a sale. Explain FOUR reasons for follow up. **(4 Marks)**

QUESTION 5

- a) Imagine you are approached by a multinational corporation interested in relocating in your country. Describe THREE benefits to the host country of allowing a multinational corporation to relocate here. **(6 Marks)**
- b) Discuss TWO strategies that a company wanting to expand its marketing activities internationally would use. **(4 Marks)**

QUESTION 6

Kamau was a pen manufacturer. He used to make ball point pens in a small factory in the garage of his house. Daily he would go to the market place and distribute pens to the retailers. Some of the pens were sold by him of his own by meeting persons on road. He had not kept any name for his pens. They were just blue, black and red pens. One of his friends suggested him to keep a good name of his pens. Gradually his business started to pick up even more and he made good revenue.

- a) Explain the element of promotion mix that has been highlighted in the above case. **(2 Marks)**
- b) Describe the importance of Kamau labelling his pens. **(2 Marks)**
- c) Discuss THREE advantages of using the element of promotion mix that has been highlighted in the above case. **(3 Marks)**
- d) Explain the promotional strategy used by Kamau from the case above. **(3 Marks)**

End of Exam