



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BUM 4123

**COURSE TITLE: MARKETING COMMUNICATION STRATEGY- ROYSAMBU -
EVENING**

Time: 17:30 HRS-20:30 HRS

Instructions

Answer QUESTION ONE and any other four questions

SECTION A **{40 MARKS}**

ANSWER ALL QUESTIONS IN SECTION A

- a) Define Marketing communication **(2mks).**
- b) You are the Marketing manager in Wacha Company. In the face of competition, the company's strong brand is being threatened and you must come up with different ways to maintain it. Describe **Four** strategies which the company can put in place to maintain its brand **(8mks)**

- c) Identify **Four** reasons why Unilever advertises its products
(4mks)
- d) Explain **Three** motives behind companies using sales promotions to advertise their products and services
(6mks)
- e) Discuss **Five** reasons owing to poor implementation of marketing communication plans in organizations
(10mks)
- f) State two types of consumers
(2mks).
- g) Draw a diagram illustrating the communication process (8mks)

SECTION TWO

{15 MARKS EACH}

ANSWER FOUR QUESTIONS

QUESTION TWO

- a) Discuss three benefits you would derive from the use of Television advertising as a marketing communication tool in your organization (6mks)
- b) Explain the significance of using the internet to communicate to your customers (6mks)
- c) Identify three groups referred to as external publics in relation to public relations (3mks)

QUESTION THREE

- a) As marketing manager of Wazuri Company, explain the steps you would consider important for a consumer in making decisions of purchase (12mks)
- b) Highlight three factors that affect a consumer's buying behavior (3mks)

QUESTION FOUR

- a) Explain four challenges of Customer Relationship Management (8mks)
- b) Explain the first two steps in developing an effective integrated communications and promotion program (4mks)
- c) Identify three elements of marketing communication (3mks)

QUESTION FIVE

- a) Examine Four ways Coca-Cola Company and its customers benefits from its powerful brand (6mks)
- b) Explain three outcomes of poor branding to an organization (6mks)
- c) State three leading Kenyan Brands (3mks)

QUESTION SIX

- a) Your manager has asked you to go and exhibit the company products at Kenyatta International Convention Centre but as a marketer you are against that idea. Explain the reasons for your stand (10mks).

b) State the contents of the structure of corporate marketing plan

(5mks)