



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BIT307

COURSE TITLE: MARKETING COMMUNICATION STRATEGY

EXAM DATE: MONDAY 5th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script has **TWO (2)** sections.
- Answer all questions in Section **A** and any other four questions in Section **B**.
- *ALL PAC University's examination rules and regulations apply*

SECTION A: **COMPULSORY QUESTION** **{30 MARKS}**

QUESTION 1

XYZ is a company that offers holidays and insurance products to consumers aged above 50 years of age. It is beginning to see a decline in demand for home insurance but believes there is scope for growth in the first-time house buyer market. It has a long-established home insurance product and a strong brand but is now looking to expand its offering outside of its traditional customer base. XYZ is considering how to best promote its products and appreciates that their existing and target customers represent market segments with specific needs. It has extensive internal data on the buying habits and preferences of the over 50's market where loyalty and service are highly prized and has access to industry and competitor data that suggest that first time buyers are price led and highly responsive to offers and discounts. As a result, XYZ has decided to position its online service amongst the cheapest in the marketplace whilst simultaneously offering reassuring information on television with respect to its reliability and straightforward approach to claims. It is also able to point to statistical information backing up its impressive track record of customer care and has established a social media presence to position itself as the place for customers to ask questions with respect to home insurance.

- a) Identify TWO reasons why XYZ is facing a decline in the home insurance market. **(2 Marks)**
- b) Explain TWO reasons for XYZ strong brand. **(4 Marks)**
- c) Discuss FOUR promotional mix elements integrated by XYZ. **(8 Marks)**
- d) Outline FOUR advantages of establishing an online social presence by XYZ. **(4 Marks)**
- e) Describe the steps XYZ would use in developing effective communication to its customers.

(12

Marks)

SECTION B: **ANSWER ANY FOUR QUESTIONS** **{10 MARKS EACH}**

QUESTION 2

- (a) Outline FOUR advertising techniques. **(4 Marks)**
- (b) Jane has landed her first job as a marketing manager. Explain to her why she will need to embrace public relations in her marketing endeavor. **(6 Marks)**

QUESTION 3

Using relevant examples, discuss FIVE consumer promotion tools used in sales promotion. **(10 Marks)**

QUESTION 4

Using an organization of your choice, discuss FIVE major E-commerce models used by that organization. **(10 Marks)**

QUESTION 5

- (a) Identify FOUR types of direct marketing. **(4 Marks)**
- (b) Explain THREE benefits of direct marketing to sellers. **(6 Marks)**

QUESTION 6

- a) Kenya is associated with the certain international marketing bodies. Explain TWO such bodies.

(4

Marks)

- b) Explain THREE options that organizations venturing in international marketing can adapt in selling their products **(6 Marks)**