



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:

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)	v)	vi)

a) Using the pictures above, describe each of the promotional technique used.

(6 Marks)

b) Explain FOUR objectives of the above promotional techniques. **(4 Marks)**

SECTION B

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

QUESTION 2

Assume you are in charge of advertising a product that is marketed specifically to college/university students.

- a) Give an example of this product. **(2 Marks)**
- b) Discuss FOUR communication methods you would use. **(8 Marks)**

QUESTION 3

- a) Imagine that you are a Toyota car dealer selling to Mr. Smith, a potential customer. Discuss the sales approach and presentation you would use. **(7 Marks)**
- b) Explain THREE conditions under which an organization would use radio rather than television as an advertising medium. **(3 Marks)**

QUESTION 4

- a) Using clear examples, discuss the FIVE brands personality dimensions. **(5 Marks)**
- b) Kamau is a local entrepreneur who wishes to venture in the international market. Propose to him FIVE strategies that he can use to venture into this market. **(5 Marks)**

QUESTION 5

- a) Alice has landed her first job as a marketing manager. Explain to her why she will need to embrace public relations in her marketing endeavor. **(4 Marks)**
- b) Using a good or service of your choice, explain the consumer purchasing process. **(6 Marks)**

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EXAMINATIONS PAPER**



QUESTION 6

- a) A good salesperson always does follow up after closing a sale. Explain FOUR reasons for follow up. **(4 Marks)**
- b) Discuss THREE challenges that are likely to be faced by any country in marketing communications in the 21st century. **(6 Marks)**

End of Exam