



Where Leaders are Made

UNIVERSITY EXAMINATIONS: 2025/2026

**EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
INFORMATION TECHNOLOGY**

BBIT /BIT 307

BCOM

BBL

MARKETING COMMUNICATIONS STRATEGY

END TERM EXAMINATION

TE: DECEMBER, 2025

TIME: 2 HOURS

INSTRUCTIONS: Question One is Compulsory, Choose Three Other Questions

SECTION A (COMPULSORY)

QUESTION ONE (10 Marks) Compulsory

Safaricom's "Tuinuanne" Integrated Marketing Campaign

In 2023, Safaricom launched its **"Tuinuanne" (Let's Uplift Each Other)** campaign, blending emotional storytelling with digital and traditional media platforms. The campaign's goal was to reinforce the brand's purpose of connecting lives while promoting its M-Pesa and data services.

The campaign used a combination of TV commercials, radio, outdoor advertising, influencer marketing, and social media engagement. It also featured user-generated content, where customers shared how Safaricom services improved their businesses and communities. The company's PR team collaborated with journalists and community leaders to extend the message of empowerment and inclusion.

However, some critics argued that despite the emotional appeal, Safaricom's message was too broad and failed to clearly link the "Tuinuanne" theme with measurable service benefits. Others believed that the campaign achieved strong engagement but weak conversion to sales.

Required:

- a) Explain how Safaricom applied the **principles of Integrated Marketing Communications (IMC)** in this campaign. *(3 marks)*
- b) Analyze the **strengths and weaknesses** of the campaign's communication strategy. *(4 marks)*
- c) Suggest **improvements** that could enhance the campaign's effectiveness. *(3 marks)*

SECTION B

(ANSWER ANY THREE (3) QUESTIONS IN THIS SECTION)

QUESTION TWO — 10 MARKS

- a) Discuss the **strategic role of promotion** in achieving marketing objectives in both traditional and digital contexts. *(5 marks)*
- b) Explain how **consistency in brand messaging** can be achieved through integrated communication across various media channels. *(5 marks)*

QUESTION THREE — 10 MARKS

- a) With suitable examples, describe how **internal and external environmental factors** influence marketing communication strategies. *(5 marks)*
- b) Explain how an organization can apply **ethical and regulatory frameworks** to ensure responsible communication. *(5 marks)*

QUESTION FOUR — 10 MARKS

- a) Compare and contrast the **AIDA model** and the **Hierarchy of Effects model** as applied in digital marketing campaigns. (5 marks)
- b) Evaluate the relevance of **Source–Message–Receiver (SMR)** theory in today's social media communication. (5 marks)

QUESTION FIVE — 10 MARKS

- a) Analyze how **consumer and organizational buying behavior** influence communication message design in a digital environment. (5 marks)
- b) Using examples, discuss the role of **data analytics** and **digital metrics** in evaluating IMC effectiveness. (5 marks)

QUESTION SIX — 10 MARKS

- a) Propose a **comprehensive IMC plan** for a new Kenyan fintech startup entering the mobile payments market, highlighting the use of traditional and digital tools. (5 marks)
- b) Discuss key **challenges organizations face** when integrating digital and traditional marketing communication platforms. (5 marks)