



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: MONDAY- 11AM

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

- a) As a student who has been studying consumer behaviour, look at the picture below and discuss FIVE characteristics of these consumers. **(5 Marks)**



- b) Explain THREE merits of international business to the Kenyan Economy. **(3 Marks)**
- c) Describe FOUR ways of handling an objection when making a sale to a customer **(2 Marks)**

SECTION B

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

QUESTION 2

- a) Discuss SIX methods of sales promotion giving examples for each method.
(6 Marks)
- b) Explain FOUR sources of misunderstanding in marketing communication process.
(4 Marks)

QUESTION 3

- a) Michael Jordan, Tiger Woods and Eliud Kipchoge are numerous well-known athletes who have had a huge impact on advertising and endorsements. Explain the following consequences of using celebrity sports figures to promote a company's products or services.
- i. Positive consequences (3 Marks)
 - ii. Negative consequences (3 Marks)
- b) Using examples, explain the differences between a push and pull strategy.
(4 Marks)

QUESTION 4

- a) You are planning to buy a new smartphone for your own personal use. Discuss the stages of the buying process that you are likely to go through. (8 Marks)
- b) Describe how you would overcome cognitive dissonance in (A) above. (2 Marks)

QUESTION 5

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- a) Organizations are becoming increasingly concerned about dishonesty within their sales organizations. Explain THREE ways that sales people may engage in dishonest activities. **(6 Marks)**
- b) Describe FOUR ways Marketing managers can avoid such problems in (A) above. **(4 Marks)**

QUESTION 6

Assume that you have hired a new salesperson at a BMW dealership you manage. This person does not have much experience in sales and you need to help guide them in becoming a good salesperson. You decide to provide some sales knowledge to the new salesperson. Explain the importance of knowing:

- a) Your organization **(2 Marks)**
b) Your product **(2 Marks)**
c) Your communication mix **(2 Marks)**
d) Your competitors **(2 Marks)**
e) Your customers **(2 Marks)**

End of Exam