



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP**

SEPTEMBER-DECEMBER 2016

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUS4123

COURSE TITLE: Marketing Communications

EXAM DATE: FRIDAY 9th, DECEMBER 2016

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer All Questions In Section A And Any Four Questions In Section B

SECTION A

QUESTION ONE

- a) Companies must consider several factors in developing their communications mix. Explain FIVE of these factors. **(10 Marks)**
- b) With examples, elaborate on the criteria that can be used to help a company decide between an in-house advertising group and hiring an external advertising agency **(10 Marks)**
- c) One of the most frequently used communication process model is the AIDA model. Briefly explain how marketers use this model in order to achieve their communication objectives. **(5 Marks)**
- d) Outline FIVE qualities of a successful salesman with the help of suitable examples. **(5 Marks)**
- e) Consumer purchasing decisions are often affected by factors that are both inside and outside of their controls. Discuss the factors affecting buying behavior of consumers **(10 Marks)**

SECTION B

QUESTION TWO

- a) Examine a man's decision process for buying a wet-shave razor. **(10 Marks)**
- b) Highlight FIVE benefits of direct marketing. **(5 Marks)**

QUESTION THREE

- a) Public relations (PR) include a variety of programs designed to promote or protect a company's image or its individual products. Discuss FIVE main tools of PR **(10 Marks)**
- b) Outline FIVE advantages that an organization may experience as a result of implementing integrated marketing communications **(5 Marks)**

QUESTION FOUR

- a) The marketing communications mix consists of several major modes of communication. Discuss any FIVE of these modes. **(10 Marks)**
- b) Explain the role of marketing research in marketing communications **(5 Marks)**

QUESTION FIVE

- a) Highlight the various techniques used for online marketing. **(5 Marks)**
- b) Explain various contemporary sales promotion techniques used by companies for attracting a 'youth segment'. **(10 Marks)**

QUESTION SIX

- a) Imagine you were the sales manager of a firm that sells highly complex communication technology. Explain the various ways that you would motivate your salespeople **(10 Marks)**
- b) Outline the major decisions that a company must make in Developing and effective advertising program. **(5 Marks)**