



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4123: MARKETING COMMUNICATION

THURSDAY MARCH 26TH, 2015

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Seven(7)** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

1. **a)** *The strategic attitudinal shift towards a customer culture is an important component of customer relationship management (CRM). What other components are critical towards this end. Support your argument with relevant examples.* **(10 marks)**
b) *What are the reasons behind CRM failure despite much resource invested in it?* **(10 marks)**
2. **a)** *Explain why integrated marketing communication is important in today's marketing efforts.* **(10 marks)**
b) *Identify and briefly explain the various marketing communication tool.* **(10 marks)**
3. **a)** *Outline and explain the benefits of establishing strong branding to both the company and the customers.* **(12 marks)**
b) *How can an organization maintain a strong company brand?* **(8 marks)**
4. **a)** *With relevant examples, explain various personal factors that influence buyer behavior.* **(10 marks)**
b) *Discuss the marketing application areas of consumer behavior knowledge.* **(10 marks)**
5. **a)** *Identify and explain the basic steps in establishing an effective communication.* **(12 marks)**
b) *Why do you think that all companies should advertise regularly and repetitively?* **(8 marks)**
6. **a)** *Citing examples as appropriate identify and explain any five categories of advertisements.* **(10 marks)**
b) *Outline and explain different ways in which sales promotion can be effected as marketing communication tool.* **(10 marks)**
7. **a)** *Personal selling is one of the marketing communication tool which can be effected by at least seven steps process. Identify and explain these steps.* **(14 marks)**
b) *Public relations to the **external publics** of an organization can be done through various channels. Outline and briefly explain six of these PR channels.* **(6 marks)**