

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY
COURSE CODE: BIT307
COURSE TITLE: MARKETING COMMUNICATIONS STRATEGY
CAMPUS: ONLINE
EXAM DATE: MONDAY
TIME: 5:30PM -8:30PM

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**.
- Write only your **student number** on the answer booklet provided.

SECTION A

(Answer ALL questions in this section)

Question 1:

Read the case below and answer the following:

"Mama Safi Ltd" was set up five years ago in response to the ever-increasing demand for home cleaning services. From the start, the company decided its unique selling point would be to focus on providing a quality cleaning service, rather than charging very low prices. A named cleaner would be allocated to every customer and the cleaning materials used would also be environmentally friendly. This approach has been very successful and has enabled "Mama Safi Ltd" to quickly gain and retain customers in its local area. As a result, the business employs over fifty part time employees.

"Mama Safi Ltd" is concerned with Kenya leaving the EU-Kenya trade deal that the economy could suffer. This might lead to an increase in unemployment and, with more people staying at home, demand for its services would fall. There is also a concern over recent announcement by the Bank that interest rates may well rise again in the near future.

In order to broaden its product portfolio, the company is now considering widening its range of customers, by aiming to win contracts to clean hospitals, schools and office blocks. This type of work would require large increases in the number of staff the business employed and a price charged that would be much lower than its usual pricing. These changes however, would be seen as essential if "Mama Safi Ltd" was going to enter this market successfully, due to the cleaning market for such organizations being extremely competitive.

QUESTIONS:

- a) Identify TWO unique selling points at Mama Safi Ltd. **(2 Marks)**
- b) Explain FOUR ways Mama Safi Ltd could use sales promotion in order to gain more new customers. **(4 Marks)**
- c) Analyze one way in which a rise in interest rates might affect Mama Safi.

(1 Mark)

- d) As a Marketing Communication Strategist advise THREE ways SEO (Search Engine Optimization) strategies can impact on Mama Safi Ltd while broadening its product portfolio.

(3 Marks)

SECTION B

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

Question 2:

- a) As the new Public Relations Officer in your organization, explain to the management THREE ways you intend to build and maintain corporate image.

**(6
Marks)**

- b) Using examples, discuss TWO psychological factors that can influence consumer choice of a car.

(4 Marks)

Question 3:

- a) Explain THREE ways how the versatility of a QR code can bridge the online/offline divide in advertising. **(6 Marks)**
- b) Describe FOUR Pitfalls of celebrity endorsement in advertising. **(4 Marks)**

Question 4:

- a) Imagine you are approached by a multinational corporation interested in locating in your country. Describe THREE benefits to the host country of

allowing a multinational corporation to locate here.

(6

Marks)

- b) Joyce wanted to sell her mobile phone but did not get any buyer. Her friend suggested that she post her mobile on sale on www.olx.co.ke and found a buyer within two days. Discuss the type of e-business in this case. **(4**

Marks)

Question 5:

Mutua and Anyango have been married for five years. They want to start a family but realised that the apartment in which they live would not be big enough. Discuss the consumer decision- making process that Mutua and Anyango will undertake.

(10 Marks)

Question 6:

- a) Discuss THREE ways in which technology has contributed to building relationships with customers. **(6 Marks)**

- b) Describe FOUR reasons why a business should put more effort in maintaining customer loyalty than attracting new customers. **(4 Marks)**

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