



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BUM4123

COURSE TITLE: MARKETING COMMUNICATION - Online

ROYSAMBU CAMPUS

EXAM DATE:

TIME:

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
- Answer Question one and ANY three Questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE

- a) Describe the term 'marketing communication' (2marks)
- b) Explain any four benefits of marketing communication to an organization (8marks)

QUESTION TWO

- a) Define the term 'Marketing communication mix (2marks)
- b) Using relevant examples, discuss any four elements of marketing communication mix (8marks)

QUESTION THREE

Discuss the five stages of marketing communication process and provide examples (10marks)

QUESTION FOUR

- a) Explain the term 'Customer management relationship' as used in marketing communication (2marks)
- b) Discuss any four benefits of customer management relationship in an organization (8marks)

QUESTION FIVE

- a) Describe the term 'Branding' in marketing communication (2marks)
- b) Explain any four objectives of branding in marketing communication (8marks)

QUESTION SIX

Discuss any five ways in which buyer behavior in marketing communication affects the performance of an organization (10marks)