



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
(ACADEMICS, RESEARCH & EXTENSION)

UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF SCIENCE IN CIVIL AVIATION MANAGEMENT

COURSE CODE: BBM 430

COURSE TITLE: MARKETING COMMUNICATION

DATE: 6TH DECEMBER, 2018 **TIME:** 2.00 P.M. – 5.00 P.M

INSTRUCTION TO CANDIDATES

- ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

BBM 430: MARKETING COMMUNICATION

QUESTION ONE

- (i) Persuasion is a critical factor in marketing communication. Discuss. (10 marks).
- (ii) The Product Life Cycle (PLC) is normally considered when designing and implementing marketing communication. Explain how marketers use PLC in designing effective marketing programs. (15 marks).

QUESTION TWO

- (a) Outline any three reasons why marketing department may opt for internal marketing communication. (3 marks)
- (b) Discuss the Four elements of marketing communication mix. (12 marks)

QUESTION THREE

- (a) Define the term Integrated Marketing Communication. (3 marks)
- (b) Explain any Four benefits of integrated marketing communication. (12 marks)

QUESTION FOUR

Discuss the following Models of marketing.

- (i) AIDA'S Model,
- (ii) LAVIDGE and STEINER Model,
- (iii) Heightened Appreciation Model. (15 marks)

QUESTION FIVE

'The primary difference between push and pull marketing lies in how consumers are approached. In push marketing, the idea is to promote products by pushing them onto people while in pull marketing, the idea is to establish a loyal following and draw consumers to the products.'

With reference to this statement, discuss. (15 marks)

QUESTION SIX

Discuss the ethical issues in marketing communication. (15 marks)