



MUEO

# **MOI UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR (A R&E)

## **UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR**

*FOURTH YEAR END OF SEMESTER EXAMINATIONS*

## **FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE:**           BBM 430

**COURSE TITLE:** MARKETING COMMUNICATION

**DATE:** 6<sup>TH</sup> DECEMBER, 2018

**TIME:** 2.00PM-5.00 PM

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### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE

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## **BBM 430 MARKETING COMMUNICATION**

### **INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

#### **QUESTION ONE**

- a) Appraise the main reasons why integrated marketing communication is resisted and how such resistance can be overcome. **(9 Marks)**
- b) Examine various budgeting techniques both practical and theoretical. **(8 Marks)**
- c) Explore the impact of new technology on marketing communication. **(9 Marks)**

#### **QUESTION TWO**

- a) Discuss using relevant examples the merits and demerits of advertising on radio **(5 Marks)**
- b) Compare and contrast the following aspects of marketing communications. **(10 marks)**
  - I) Advertising
  - II) Sales promotion
  - III) Public relations and publicity
  - IV) Personal selling
  - V) Direct marketing

#### **QUESTION THREE**

- a) By use of examples, distinguish between a push versus a pull promotional strategy then give circumstances that favor adoption of each. **(8 marks)**
- b) Discuss how consumer decision process is affected by integrated marketing communication strategies. **(7 marks)**

#### **QUESTION FOUR**

- a) Discuss any four factors that a company has to take into account when choosing an appropriate promotion mix to use to convey messages to target audience. **(8 marks)**
- b) Discuss the importance of standardizing communication across regional markets. **(7 marks)**

#### **QUESTION FIVE**

“ Integrated marketing communication involves coordinating the various promotional elements and other marketing activities that communicate with a firms customers. “ Discuss this statement. **(15 marks)**