



MUEO

MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS

2012/2013 ACADEMIC YEAR

FOURTH YEAR END OF SEMESTER I EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 430

EXAM TITLE: MARKETING COMMUNICATION

DATE: 4TH APRIL, 2013

TIME: 9.00 A.M. – 12.00 NOON.

INSTRUCTION TO CANDIDATES

- **ATTEMPT ANY FOUR QUESTIONS**

INSTRUCTIONS

Answer **QUESTION ONE** and any other **THREE**

QUESTION 1

- 1) Discuss how Maslow hierarchy need theory influences marketers when designing communications for their products and services. **10 marks**
- 2) Explain the benefits derived from the integration of marketing communication. **10 marks**
- 3) How does repetition in advertising ensure effective communication. **5 marks**

QUESTION 2

- a) The Product Life Cycle (PLC) is normally considered when emphasizing different parts of the marketing communications mix according to the stages. Explain how marketers use the PLC in designing advertising messages. **10 marks**
- b) The Communication process facilitates exchange of information. Explain Factors that influence the communication process. **5marks**

QUESTION 3

- a) With appropriate examples, differentiate between One-step model of communication and Two-step model of communication. **3marks**
- b) Discuss the following models of communication. **12marks**
 - i. AIDAS MODEL
 - ii. LAVIDGE AND STEINER MODEL
 - iii. HEIGHTENED APPRECIATION MODEL

QUESTION 4

- a) The significance for integration in managing marketing communication has been heightened. why has IMC become prominent in the recent years. **5 marks**
- b) Discuss the main ethical issues in marketing communications that marketers need to bear in mind while designing and implementing their communications. **10 marks**

QUESTION 5

- a) Explain how classical conditioning can be applied in marketing communication. **10 marks.**

- b) Explain why internal marketing Communications has become popular? **5marks**

QUESTION 6

- a) Persuasion is a critical factor to creating powerful marketing materials. Discuss the Elements of Effective Persuasion in Marketing communication. **10 marks**
- b) Persuasion is a critical factor to creating powerful marketing materials. Discuss the Elements of Effective Persuasion in marketing communication. **5 marks**