

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**O DEL**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 326: MARKETING COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 22 /07/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS:**

**Answer question one and any other two questions**

**Do not write anything on the question paper**

1. Marketing communication is concerned with ensuring that customers are aware of the products that the organization makes available to those customers. Based on this understanding of marketing communication, undertake the following:

(a) Distinguish between the stages that a typical marketing communications planning cycle encompasses. [12 marks]

(b) Despite the constraints encountered in evaluating marketing communications campaigns provide a justification as to why it is worthwhile to proceed with the exercise.

[5

marks]

(c) Explain why it is difficult, if not impossible, to capture sales effects of marketing communication campaign. [8 marks]

2. The management of Karingani Coffee Growers Ltd require you to clarify the following regarding marketing communication.

(a) The difference between marketing communication and corporate communication.

[4

marks]

- (b) The distinction between one way, two way asymmetric and two way symmetric communication. [6 marks]
- (c) The main content of a situation analysis for communication planning. [10 marks]
3. As a marketing communication consultant at Mugwe Green Packers Ltd, support the management by undertaking the following tasks:
- (a) Discuss the meaning of the Decision Making Unit (DMU) concept and its relevance to marketing communications. [10 marks]
- (b) Clarify the roles of integrated marketing communications in relationship marketing. [10 marks]
- marks]
4. Use your recently acquired skills in marketing communication to undertake the following:
- (a) Distinguish between push and pull promotion strategies. [8 marks]
- (b) Justify which of the two strategies you would recommend to a fast moving consumer goods company. [6 marks]
- (c) Provide the typical responses to questions raised as a marketing communications planner establishes objectives, strategy and tactics of a campaign. [6 marks]
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