

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**BCOM 326: MARKETING COMMUNICATIONS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 07/07/2021**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

- **Answer question one and any other two questions**
- **Do not write anything on the question paper.**

1. Marketing communication/promotion is one of the key 4Ps in the marketing mix and as such has a key role to play in marketing success. Communication is concerned with ensuring that customers are aware of the products that the organization makes available to those customers. Based on this background of marketing communication, undertake the following:
  - (a) Provide the meaning of a corporate brand and a justification as to why marketers should build strong corporate brands. (12 marks)
  - (b) Identify the roles of promotion in an organization which provides the objectives of any promotional strategy. (8 marks)
  - (c) Offer guidance as to the commonly used methods to determine the effectiveness of sales peoples. (4 marks)
  - (d) Distinguish between the questions a media planner should address when evaluating a campaign. (6 marks)

2. Your team members have requested you to assist them as follows:
    - (a) Differentiate between the possible approaches to setting communication budgets. (14 marks)
    - (b) Distinguish between the roles of the Account Manager or Director, The creative team and the Accounts Planner in an agency. (6 marks)
  
  3. You are called upon to facilitate a seminar for brand management trainees by addressing the following:
    - (a) Specify the role of Integrated Marketing Communication in Relationship Marketing. (8 marks)
    - (b) Highlight the differences to be considered when making media choices/decision. (12 marks)
  
  4. Use recently acquired skills in Marketing Communication to undertake the following:
    - (a) Distinguishing between the sections of a marketing communications plan. (10 marks)
    - (b) Provide an overview of the Decision Making Unit (DMU) concept including its importance in marketing communication. (10 marks)
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