

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 323: MARKETING COMMUNICATIONS

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

1. Introduce your team members to Marketing Communication by undertaking the following:

- (a) Demonstrate your understanding of integrated communication (IMC) by providing practical examples on how companies can integrate their communication activities.

(8 marks)

(b) Distinguish between One-way communication, Two-communication and Two-way-symmetric communication and justify the way you would recommend in marketing communication.

(12 marks)

(c) Provide guidance on what entails to prepare a communications budget using the objective-and-task methods. (10 marks)

2. Use your expertise in Marketing Communications to undertake the following:

- (a) Provide a distinction between the factors that affect negotiations in setting communication budgets. (10 marks)

(10 marks)

- (b) Provide a justification for adopting Integrated Marketing Communication. (10 marks)
3. The management of Naka Marketing Practitioners requests your assistance as follows:
- (a) Guide marketing communicator on how they can achieve synergy and a consistent value message. (5 marks)
- (b) Justify why setting advertising budget is seen more as taking a step of faith as compared to setting budgets for sales promotions and consumer promotions. (5 marks)
- (c) Advise a marketing executive intending to adopt integrated marketing communication (IMC) on the shortcomings they have to bear in mind regarding this communications approach. (10 marks)
4. Your marketing manager requires you to undertake the following:
- (a) Marketing communication objectives should be “SMARRTT.” Discuss (12 marks)
- (b) Distinguish between the elements of the communication mix. (8 marks)
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