

CHUKA

UNIVERSITY



**UNIVERSITY EXAMINATIONS
EMBU CAMPUS**

**EXAMINATION FOR THE AWARD OF BACHELOR OF COMMERCE
BCOM 326: MARKETING COMMUNICATION**

STREAMS: BCOM (Y3S2)

TIME: 2 HOURS

DAY/DATE: THURSDAY 07/08/2025

2.30 P.M. – 4.30 P.M

Instructions to Candidates: Answer question **ONE** and any other **TWO** questions

QUESTION 1 (Compulsory) – 30 Marks

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) Define Integrated Marketing Communication (IMC) and explain its significance in modern marketing practice. (10 marks)
- (b) Discuss the AIDA model and describe how it can guide message development in advertising. (10 marks)
- (c) With a real example, outline how a brand can integrate multiple promotional tools into a unified campaign. (10 marks)

QUESTION 2 – 20 Marks

- (a) Explain the key components of the communication process (10 marks)
- (b) Describe the role of feedback in marketing communication and evaluate two methods marketers use to measure effectiveness. (10 marks)

QUESTION 3 – 20 Marks

- (a) Outline the steps involved in developing a successful advertising strategy (10 marks)
- (b) Discuss the role of public relations (PR) in building brand credibility, including at least two PR tools. (10 marks)

QUESTION 4 – 20 Marks

(a) Explain five major ethical concerns in marketing communication and suggest ways companies can respond responsibly. *(10 marks)*

(b) Examine the process and importance of personal selling in building customer relationships in B2B marketing. *(10 marks)*
