



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE OF

BACHELOR OF COMMERCE

BBA 311: MARKETING COMMUNICATION

DATE: 6/6/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Assume that you are a manager of an FMCG Company and you are required to select feasible segments for the company. Discuss five patterns that you can use to do your selection. (10 marks)
- (b) Discuss any two theories that are used in advertising and promotion. (10 marks)
- (c) Explain how synergy is achieved through Integrated Marketing Communication. (5 marks)
- (d) Using the Coca-Cola's 'Taste the feeling' ad as an example, explain how pictures and sounds are used to draw attention. (5 marks)

QUESTION TWO (20 MARKS)

- (a) Discuss any five conditions under which sales promotion is most effective. (10 marks)
- (b) Discuss your case for persuading customers with emotion with five reasons. (10 marks)

QUESTION THREE (20 MARKS)

- (a) Firms can use many strategies to persuade consumers with information and arguments. Using viable examples discuss how Comparative argument and Supportive argument are used. (10 marks)
- (b) Explain how one can manipulate physical stimuli to gain consumer's attention. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Imagine that you are a marketing manager of a company and you are contemplating of designing a promotion campaign. Discuss with examples, any five major consumer promotion tools that you would use. (15 marks)
- (b) Discuss the key issues you would consider when placing an advertisement. (5 marks)

QUESTION FIVE (20 MARKS)

- (a) Companies usually make major positioning errors when communicating with customers. Discuss them. (10 marks)
- (b) Discuss any two principles of selective attention. (10 marks)