



UNIVERSITY EXAMINATIONS: 2013/2014

EXAMINATION FOR THE MASTER OF BUSINESS ADMINISTRATION

MKT 508 MARKETING COMMUNICATION (EVENING)

DATE: APRIL, 2014

TIME: 3 HOURS

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE (31 MARKS)

Rachel Peterson knew she faced several major challenges as she took the job of marketing director for CableNOW. The company was the sole cable provider for six communities in northeast Louisiana. All of the cities were essentially “licensed monopolies” in the sense that no other cable company could compete within the city limits. In spite of this edge, however, competition was becoming a major problem. Satellite television was the primary competitor for CableNOW’s customers. Both DirecTV and the Dish Network had set up operations in the six communities. The two providers were able to charge lower prices for basic services. They had also started to compete by offering price reductions on installations. This made switching from cable to satellite much easier for local residents.

CableNOW’s primary selling point was in the delivery of programming during bad weather. Thunderstorms and snowstorms completely disrupt a satellite signal. Severe weather is common in that part of Louisiana; however, the weather events do not affect a cable picture. CableNOW also held a competitive advantage because the company offered local business and real estate listings to subscribers. The firm also was able to provide local radar and weather forecasts during the “Local on the 8s” segments on the Weather Channel. The satellite companies could not provide these special options.

When Rachel took the job, she knew another issue was about to unfold. CableNOW had been able to transmit each city's local channels as part of the basic cable package. Until this year, the satellite companies could not. Dish Network was changing the mix. Dish Network had just signed a contract to provide the local stations to subscribers. DirecTV did not, but did offer a greater number of channels in the company's basic package. As a result, Rachel knew she had her work cut out as the marketing department struggled to maintain share in each city.

Required:

- (a) What image, slogan or theme should CableNOW portray to subscribers? Explain your answer. (9 Marks)
- (b) Discuss any three ways through which CableNOW can emphasize their advantages in an advertising campaign? (10 Marks)
- (c) Discuss four ways through which CableNOW can apply IMC for competitive advantage. (12 Marks)

QUESTION TWO (23 MARKS)

Discuss how each of the following factors will influence your choice of marketing communications mix. Adequately illustrate your answer; (23 Marks)

- (i) Type of product market
- (ii) Consumer readiness to make a purchase
- (iii) Stage in the product life cycle
- (iv) Market rank

QUESTION THREE (23 MARKS)

- (a) Explain how databases can be helpful in planning and implementing an IMC strategy. What precautions are critical in setting up a database and why? (13 Marks)
- (b) Discuss the challenges of International Advertising? What can happen if detailed study of the international environment is not made? Give examples. (10 Marks)

QUESTION FOUR (23 MARKS)

- (a) Explain three ways how companies can make their marketing communications more strategic and discuss the challenges or limitations of each. (12 Marks)
- (b) Define marketing intelligence and explain how it can be exploited by modern organizations for

competitive advantage.

(11 Marks)

QUESTION FIVE (23MARKS)

- a) What is corporate advertising? Explain the significance of the DAGMAR model for setting advertising goals. (12 Marks)
- b) Discuss any three issues related to measurement of advertising effectiveness. (11 Marks)

QUESTION SIX (23MARKS)

- a) Differentiate between Direct Marketing and Personal Selling. (5 Marks)
- b) Describe any two products and any two services that are best suited to world-wide appeals and why? (8 Marks)
- c) What are the different types of consumer-oriented sales promotion and Trade-oriented Sales promotion? Describe two under each and illustrate your answer. (10 Marks)