

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BCOM 323: MARKETING COMMUNICATIONS**

**STREAMS: BCOM Y3**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 23/4/2013**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

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

Q1. The advertising company in which you have secured employment requires your input by explaining the following:

- (a) The meaning of customer contact management. [5 marks]
- (b) The methods used to measure advertising effectiveness. [8 marks]
- (c) The questions a communications planner should address when evaluating a campaign. [5 marks]
- (d) The budgeting approaches used in setting advertising budgets. [7 marks]
- (e) The implications of integrated marketing communications. [10 marks]
- (f) The meaning of relationship marketing. [5 marks]

Q2. As a marketing communications expert, explain to senior management at Naka and Mungoni Entrepreneurs Ltd the following:

- (a) The possible obstacles to integrated marketing communication. [7 marks]
- (b) The meaning and components of the 3 M's model of campaign management. [7 marks]

- (c) The reasons why integrated marketing communication is necessary in an organization. [3 marks]

Q3. Using your recently acquired marketing communication skills, explain to newly recruited management trainees the following:

- (a) The issues a marketer should bear in mind so as to make communication with the target market understandable and appealing. [4 marks]
- (b) The main challenge of marketing communication. [5 marks]
- (c) What the situation analysis section of a marketing communication plan involves and what its main contents are. [6 marks]

Q4. Ndagani Integrated Manufacturers Ltd are requesting you to explain to them the following:

- (a) The benefits of using integrated marketing communication in conjunction with relationship marketing. [3 marks]
- (b) The stages of a typical marketing communication planning cycle. [12 marks]

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