



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: www.must.ac.ke Email: info@must.ac.ke

University Examinations 2015/2016

**SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (MARKETING OPTION)**

BFA 5234: MARKETING COMMUNICATIONS

DATE: NOVEMBER 2015

TIME: 3 HOURS

INSTRUCTIONS: *Answer question **one** and any other **three** questions*

QUESTION ONE (24 MARKS)

The Mondelez International Marketing and Procurement Team was looking for an innovative print and technology partner to redesign their legacy site which had a reputation for being slow, complex and not user friendly. The Mondelez sales team needs marketing and sales materials in a timely manner. Materials need to be customized and personalized with distributor codes and information for specific customers. The portal needs to be an easy and efficient tool for the sales and marketing team to order collateral and promotion products

RESULTS

Mondelez was extremely pleased with the adoption rate and use of the site by the sales team from day one. In addition the deployment was very smooth. Results from the deployment include:

- More use of personalization of collateral
- Streamlined check out process enabled by pulling information from employee profile
- Improved user experience by simplifying the navigation, organizing the content and creating faster product loads
- Simplified co-branding, distributor info display and localization of marketing materials

- Custom development of product recommended feature to help sales cross sell and find related products.
- Improved production schedules of promotional materials
- Increased sales site participation from 3% to 52%

Questions:

- a) Explain who the targeted audiences are in the above case. (4 Marks)
- b) Show the role that a communications company can play in the above case. (10 Marks)
- c) What are the reasons for the success of the Mondelez communication strategy? (10 Marks)

QUESTION TWO: (12 MARKS)

- a) In your own words, describe the meaning of the term, marketing communication (2Marks)
- b) Discuss the main factors to consider when setting the marketing communications mix. Support your answer with relevant examples. (10 Marks)

QUESTION THREE: (12 MARKS)

Assume you are a marketing manager of a firm dealing with insurance of motor vehicles. Your department is endowed with outgoing employees in personal selling.

Describe the ideal personal selling process you would recommend them to use while selling the company's services. (12 Marks)

QUESTION FOUR: (12 MARKS)

- a) What is integrated marketing communications? (6 Marks)
- b) Show the relevancy of integrated marketing model in an organizations marketing communication strategy. (6 Marks)

QUESTION FIVE: (12 MARKS)

Blue seal mineral water Company is a firm specializing in the manufacture of drinking water for sale to both wholesale and retail customers. Discuss five promotional tools they would utilize in their bid to boost sales of their products. (12 Marks)