



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR ACADEMIC
AFFAIRS, RESEARCH AND EXTENSION**

UNIVERSITY EXAMINATIONS

2013/2014 ACADEMIC YEAR

FOURTH YEAR END OF SEMESTER I / II EXAMINATIONS

**FOR THE DEGREE OF BACHELOR OF
BUSINESS MANAGEMENT**

COURSE CODE: BBM 430

EXAM TITLE: MARKETING COMMUNICATION

DATE: 2ND OCTOBER, 2013 TIME: 9.00 A.M. - 12.00 NOON

INSTRUCTION TO CANDIDATES

- ATTEMPT ANY FOUR QUESTIONS

BBM 430 MARKETING COMMUNICATION

INSTRUCTIONS :ANSWER QUESTION ONE AND ANY THREE QUESTIONS

QUESTION ONE

- a) How does communication assist the exchange process? (7 marks)
- b) Describe the impact of personal influences on the communication process. (9 marks)
- c) How do opinion leaders differ from opinion formers and opinion followers? (9 marks)

QUESTION TWO

- a) Examine the impact of media on the communication process. (7 marks)
- b) Discuss the role of promotion in the context of marketing mix. (8 marks)

QUESTION THREE

- a) Why is word of mouth communication important in marketing communication. (6 marks)
- b) Explore the impact new technology has had on marketing communication. (9 marks)

QUESTION FOUR

Discuss ways in which communication can be used to develop relationship with customers. (15 marks)

QUESTION FIVE

Discuss how environment influences marketing communication. (15 marks)