

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BCOM 323: MARKETING COMMUNICATION**

**STREAMS: BCOM**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 09/08/2016**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Answer Question One and any other Two Questions**
- **Do not write anything on the question paper**

1. Using your recently acquired marketing communication skills, explain the following:
  - (a) Why marketing communication goes beyond the four elements of the marketing communication mix. [3 marks]
  - (b) Meaning and distinguishing characteristics of integrated marketing communication (IMC) [6 marks]
  - (c) Decision Making Unit (DMU) concept and the players included in a DMU [5 marks]
  - (d) The key strategic decisions made in marketing communication [6 marks]
  - (e) Role of Account Manager / Director in a client-agency relationship. [5 marks]
  - (f) The difference between push and pull promotion strategies (use a diagram) [5 marks]
2. Explain to members of your local CDF committee the following:
  - (a) Meaning of relationship marketing and ways in which IMC develops and maintains relationships between customers and companies. [8 marks]
  - (b) The elements of the 3M's model of campaign management [6 marks]

- (c) Components of a median plan [6 marks]
3. As the Marketing Managers of Ndagani Traders Ltd, explain the following to your team:
- (a) Difference between corporate communication and marketing communication [3 marks]
- (b) Factors to be considered while making media choices. [9 marks]
- (c) Methods of measuring personal selling effectiveness. [8 marks]
4. The marketing society (Eastern Region) has asked you to address their members as follows:
- (a) The stages in a typical marketing communications planning cycle [9 marks]
- (b) Why marketing communication expenditure should be treated as an investment and not an expense. [3 marks]
- (c) Reasons why it is beneficial to evaluate marketing communication campaigns. [8 marks]
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