



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR
THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION
TECHNOLOGY**

CITY CAMPUS

ABA 311: MARKETING COMMUNICATION

Date: 2nd May 2018

Time 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.

QUESTION ONE

Critically examine the following external marketing communication document categories and their uses in organizations:

- (a) Documents that enhance the overall image of the firm (15 Marks)
- (b) Documents that aid in maintaining market presence or enhancing market share. (10 Marks)

QUESTION TWO

- (a) Discuss the media and methods of advertising. (8 Marks)
- (b) Explain the consumer promotion tools used by marketers to promote the sales volume of their products. (7 Marks)

QUESTION THREE

- (a) Critically evaluate the company sponsored activities and programmes through which events and experiences are designed to create daily brand related interactions with customers. (8 marks)
- (b) “Personal selling is the climax of the entire marketing effort meant to optimize the buyer-seller relationship resulting in an actual purchase of the product”. Discuss (7 Marks)

QUESTION FOUR

- (a) Discuss the functions of public relations department of an organization. (8 mark)
- (b) Examine the methods of measuring the effectiveness of an advertisement of a product (7 marks)

QUESTION FIVE

Discuss the significance of Information Technology (IT) in marketing communication (15 Marks)

QUESTION SIX

- (a) Discuss the role of marketing communication in the overall functioning of an organization (8 Marks)
- (b) Explain the significance of marketing research in marketing communication. (7 marks)