



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

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

MAIN CAMPUS

ABA 311: MARKETING COMMUNICATION

Date: 13th February, 2018

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE.
- Question ONE carries 25 marks. The others carry 15 marks each



QUESTION ONE

- (a) Discuss the significance of marketing communication in business enterprises. (10 Marks)
- (b) Explain the following external marketing communication document categories and their uses in organizations:
- (i) Documents that enhance the overall image of the firm (8 Marks)
- (ii) Documents that aid in maintaining market presence or enhancing market share. (7 Marks)

QUESTION TWO

- a) Discuss the media and methods of advertising as means of marketing communication (8Marks)
- 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. (8marks)
- (b) Discuss the significance of Personal selling as a marketing effort meant to optimize the buyer-seller relationship resulting in actual purchase of the organizations' products. (7Marks)

QUESTION FOUR

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

QUESTION FIVE

- (a) Explain the significance of research in marketing communication. (10 marks)
- (b) Discuss the general objectives of sales promotion (5 marks)

QUESTION SIX

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