



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR  
MASTERS IN BUSINESS ADMINISTRATION

**BMK 5204: MARKETING COMMUNICATION STRATEGY**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 3 HOURS

**INSTRUCTIONS:**

- Attempt question **ONE (Compulsory)** and any other **THREE** questions
- Do not write on the question paper.

*This paper consists of Two printed pages*

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**QUESTION 1 (Compulsory)**

- a) Explain the term integrated marketing communication mix and state the benefits that firms derive from this practice. **(10 marks)**
- b) Discuss **THREE** main barriers to effective I.M.C program. **(6 marks)**
- c) Explain **SIX** golden rules that marketing team should follow in order to achieve an effective IMC program. **(9 marks)**

## QUESTION 2

Discuss the following communication models, showing how they are used by marketing teams to communicate to customers.

- a) Single-step Communication Model. (5 marks)
- b) Communication Process of Schramm's 1955 Model. (10 marks)
- c) Two-step Communication with opinion leaders. (5 marks)
- d) Web Communication Model. (5 marks)

## QUESTION 3

- a) Samsung has recently launched a new model of mobile handset, with a brand extension of Galaxy Superior. Discuss using the Rogers (1962) Model of adoption, the likely process of consumer adoption. (10 marks)
- b) Discuss the various adopter categories that will be exhibited by the consumers in (3 a) above as the product moves from introductory to the decline stage. (10 marks)
- c) Highlight **TWO** ways that consumers will likely respond to the marketing communications they come across. (5 marks)

## QUESTION 4

- a) Discuss **FIVE** tangible and intangible elements of corporate image, showing how they communicate to the customers. (10 marks)
- b) Explain with examples the **FOUR** categories of brand names based on their actual, implied or visionary meaning. (10 marks)
- c) Differentiate between in gradient branding and cooperative branding. (5 marks)

## QUESTION 5

Advertising is one of the key methods used by marketers to communicate to the customers. It is therefore critical for all the advertising undertaken by a firm be effective. Discuss in details the Facets Model of Effects in relation to advertising. (25 marks)