



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4306: PROMOTION AND ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Explain the reasons why organizations with fully established advertising departments still make use of advertising agencies to run their advertising programmes. **(10 marks)**
- b) Explain the implications of media clutter (increase in mass media channels) on the effectiveness of advertising. **(10 marks)**
- c) Discuss the specific objectives of advertising. **(10 marks)**

QUESTION 2

- a) As a sales manager of ABC Co.; you are constructing a sales promotion program for a newly developed products. Explain the factors you will consider in your proposal. **(10 marks)**
- b) Marketing communication landscape has gone through tremendous changes in the recent past. Explain the factors that have lead to these changes. **(10 marks)**

QUESTION 3

- a) Discuss the drawback of personal selling as a means of marketing communication. **(10 marks)**
- b) Explain the circumstances that make an international company localize its advertising messenger in foreign markets. **(10 marks)**

QUESTION 4

- a) As an advertising manager of KMC Co. you have been accused of running a money guzzling department. Explain the steps you take to change this perception. **(10 marks)**
- b) As a marketing consultant you have been contracted by Technical University of Mombasa (TUM) to help it not only regionally but also internationally. In your proposal explain the steps that should be taken to achieve this. **(10 marks)**

QUESTION 5

Write short notes on the following:

- a) Integrated marketing communication. **(4 marks)**
- b) Marketing campaign “Theme”. **(4 marks)**
- c) Media Circulation **(4 marks)**
- d) Subliminal advertising **(4 marks)**
- e) Unethical advertising. **(4 marks)**