



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF COMMERCE

BMK 4405: MARKETING COMMUNICATION STRATEGY

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) What is the difference between personal selling and public relations? **(5 marks)**
- b) Explain the Ps of the marketing mix. **(10 marks)**
- c) What role does print media play in communication? **(5 marks)**
- d) Discuss the different elements of media. **(10 marks)**

QUESTION 2

- a) State and explain the Maslow's hierarchy of needs in relation to consumer behaviour. **(10 marks)**
- b) Discuss the factors that have contributed to globalization of businesses. **(10 marks)**

QUESTION 3

- a) Discuss the different sections or elements of a marketing communication strategy. **(10 marks)**
- b) State and explain the marketing communication process. **(10 marks)**

QUESTION 4

- a) What influences consumer choice in buying. **(10 marks)**
- b) Explain **THREE** factors that have contributed to media selection. **(10 marks)**

QUESTION 5

- a) State and explain the psychology of marketing. **(10 marks)**
- b) Discuss the theories of communication. **(10 marks)**