

# TECHNICAL UNIVERSITY OF MOMBASA

## *School of Business*

DEPARTMENT OF BUSINESS ADMINISTRATION

### **BMK 4405: MARKETING COMMUNICATION STRATEGY**

**SERIES:** MAY 2016

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

This paper consists of **FIVE** questions.

Answer Question **ONE (Compulsory)** and any other **TWO** questions

#### **QUESTION ONE**

- a) Discuss ethical issues in advertising (10 marks)
- b) Explain the meaning of the term integrated marketing communication (4 marks)
- c) Distinguish between kinetics and semiotics non-verbal communication methods (6 marks)
- d) What are the benefits of using marketing communication planning framework? (10 marks)

#### **QUESTION TWO**

- a) Describe the major decisions involved in developing an advertising program (10 marks)
- b) Discuss the key steps a company must go through before recruiting an advertising agent (10 marks)

#### **QUESTION THREE**

- a) Advertising media is a vehicle through which advertising messages are delivered to their intended audience. Discuss the major steps in advertising media selection (10 marks)
- b) Define the term brand and explain with relevant examples the benefit a firm may enjoy after developing a strong brand name (10 marks)

#### **QUESTION FOUR**

- a) Briefly explain the main advantage of internet communication (10 marks)
- b) Briefly explain the following terms (10 marks)
  - i) Direct marketing

ii) Online marketing

iii) Return on advertising investment

iv) Complex buying behavior

**QUESTION FIVE**

a) Describe major methods that can be used by a marketing manager in setting a realistic promotion budget (10 marks)

b) Explain the advantages of online communication (10 marks)