



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES MANAGEMENT

BMK 2206: MARKETING COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- Explain the role of marketing communication to organization which intends to expand its operations to the regional markets (10 marks)
- List Five integrated marketing communication tools that firms use to communicate to their targets (10 marks)
- List the factors that affect the effectiveness of marketing communications (**10 marks**)

Question TWO

- How would you determine a company's communication budget (10 marks)
- State the five benefits that marketing communicators can get from the social media (10 marks)

Question THREE

- Explain the factors that have intensified the need for integrated marketing communication tools (10 marks)
- List five sales promotion tools in integrated Marcom (10 marks).

Question FOUR

- a) State the strengths and weakness between fear appeal and humorous appeal in Marcom (10 marks)
- b) List the post purchase communication activities that a retailer uses and why is post purchase communications important to retailers (10 marks)

Question FIVE

- a) State Five factors that lead to the success of a communication strategy (10 marks)
- b) List and explain the stages of the adoption process in consumer behavior (10 marks)