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: DECEMBER2016

TIME: 2HOURS

DATE: Pick DateSelect MonthPick 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. Attemptquestion ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

Question ONE

a) List and explain the six stages in the communication process   (12 marks)
b) State the differences between interpersonal communication and non personal communication (4 marks)
c) List 3 advantages of Advertising as used in Marcom (6 marks)
d) Explain five factors affecting the choice of marketing communication mix   (10 mark)

Question TWO

a) Explain the stages of the Adoption process   (10 marks)
b) List the marketing communication elements that are used in each stage of the Product Life Cycle (10 marks)

Question THREE

a) Explain the following methods in evaluating advertisements as used in Marketing Communication
   i. Pretesting
   ii. Concept testing
   iii. Focus group
   iv. Consumer juries
   v. Post testing **(10 marks)**

b) List and explain five sales promotion tools used by marketers to attract more consumers to buy products and services **(10 marks).**

Question FOUR

a) State 5 reasons that leads to the growth of sales promotion (10 marks)
b) Explain the differences between one and two sided messages (4 marks)
c) Define the following strategies in marketing communication shock strategy ,pull strategy and push strategy (6 marks)

Question FIVE

a) Explain the following traditional approaches in marketing communication, Interactive marketing, Publicity, Public Relations, direct marketing and special events (10 marks)
b) Explain the reasons of using the internet as an Integrated marketing communication tool (10 marks)