

MARKING GUIDE A



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATIONS

DECEMBER SERIES

BMK 2206: MARKETING COMMUNICATION

DIPLOMA IN SALES MANAGEMENT

SET ONE ANSWERS

COMPULSORY

Question ONE

a) List and explain the six stages in the communication process (12 marks)

- **Sender**
- **Encoding message**
- **Message channel**
- **Decoding message**
- **receiver**
- **feedback** (6points @ 2 marks= 12 marks)

b) State the differences between interpersonal communication and non personal communication (4 marks)

- **Interpersonal** (face-to-face) contact with target individuals or groups. Eg. Salespeople, social channels such as family, neighbors, co workers (2 marks)
- **Non personal communication** -Those that carry a message without interpersonal contact between sender and receiver. Include mass media or mass communication :example, a TV commercial on a prime time show (2marks)

- c) List 3 advantages of Advertising as used in Marcom (6 marks)
- **Reach large number of people**
 - **Low cost per contact**
 - **Can be micro targeted** (6 marks)
- d) Explain five factors affecting the choice of marketing communication mix (10 mark)
- **Nature of the product**
 - **Stage of PLC**
 - **Target market factors**
 - **Type of buying decision**
 - **Promotion funds**
 - **Push and pull strategy** (5 points @ 2 marks)

Question TWO

- a) Explain the stages of the Adoption process (10 marks)
- **Innovators**
 - **Early adopters**
 - **Early majority**
 - **Late majority**
 - **Laggards** (5 points @ 2 marks = 10 marks)
- b) List the marketing communication elements that are used in each stage of the Product Life Cycle (10 marks)
- **Pretest –light advertising ,pre introduction publicity**
 - **Introduction- heavy use of advertising,PR for awareness, sales promotion**
 - **Growth –Advertising, PR, brand loyalty, personal selling for distribution**
 - **Maturity –Ads decrease, sales promotion, personal selling, reminder and persuasive ads**
 - **Decline -Ad/PR decrease, limited sales promotion, personal selling for distribution**
- (5 points @ 2 marks= 10 marks)

Question THREE

- a) Explain the following methods in evaluating advertisements as used in Marketing Communication
- i. **Pretesting-is the practice of showing unfinished commercials to selected groups of target audiences with a view to refining commercials to improve effectiveness**
 - ii. **Concept testing- it is an integral of the development stage of advertising strategy**
 - iii. **Focus group- formed when a small number of target consumers are bought together and invited to discuss a particular topic**
 - iv. **Consumer juries- Representatives of a target market is asked to judge which of a series of paste ups- rough ideas would be their choice of a final ad**
 - v. **Post testing - it's the practice of evaluating ads that have been released.**
- (5 points @ 2 marks)
- b) List and explain five sales promotion tools used by marketers to attract more consumers to buy products and services (10 marks).

- **Interactive marketing**
- **Publicity**
- **Public relations**
- **Sales promotion**
- **Direct marketing**
- **Special events**
- **Advertising**
- **Others**

(Any 5 @ 2 marks = 10 marks)

Question FOUR

- a) State 5 reasons that leads to the growth of sales promotion (10 marks)
- **The growing power of retailers**
 - **Declining brand loyalty**
 - **Increasing promotional sensitivity**
 - **Brand proliferation**
 - **Increased promotional sensitivity**
 - **The increase in sales promotion is motivated by marketing plans**
 - **Reward systems**

- **Competition (Any 5 points @ 2 marks)**
- b) Explain the differences between one and two sided messages (4 marks)
 - **One sided approach presents a message in favour of an issue**
 - **Two sided approach is to present an issue for and against**

(2 marks each point)

Define the following strategies in marketing communication **shock strategy**, **pull strategy** and **push strategy** (6 marks)

- **Shock strategy- the use of pictorial to communicate a message that frightens so us one is able to take an action eg dangerous driving kills, cigarette smoking causes cancer . (2 marks)**
- **A push strategy involves the manufacturer using sales force and trade promotion to induce intermediaries to carry, promote and sell the product to the end users. Push strategy is especially appropriate where there is low brand loyalty in a category, brand choice is made in the store, the product is an impulse item, and the beneficiaries are well understood. (2 marks)**
- **A pull strategy involves the manufacturer using advertising and consumer promotion to induce consumers to ask intermediaries for the product, thus inducing the intermediaries to order . Pull strategy is especially appropriate when there is high brand loyalty and highly involvement in the category, people perceive differences between brands and people choose the brand before they go to the store (2 marks).**

Question FIVE

- a) Discuss the following traditional approaches in marketing communication,
 - **Interactive marketing- ensures that every contact between staff and customer is consistent with the organization's service standards and values and that the decisions taken by individual members of staff are consistent with the organization's strategy.**
 - **Publicity The marketing function that evaluates public attitudes, identifies areas within the organization that the public may be interested in, and executes a program of action to earn public understanding and acceptance (2marks),**
 - **Public Relations- are the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depend (2marks)**
 - **Direct marketing - by telephone, mail, electronic means, or personal visit (PS) .The are used by all types of marketers, including retailers, wholesalers, manufacturers, and service providers**

- **Special events-these include exhibitions, Trade shows and product launches activities organized by firms or associations**
(5 points @ 2 marks = 10 marks)

b) Explain the reasons of using the internet as an Integrated marketing communication tool (10 marks)

- **Persuasive advertising medium**
- **A sale tool**
- **Educates customers**
- **Informs customers**
- **Reminds customers**
- **Communicates and interact with buyers**
- **Provides customer service and support**
- **Builds and maintain, customer relations**

(ANY 5 points @ 2 marks = 10 marks)