



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: APRIL 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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

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

Question TWO

- Explain the stages of the Adoption process (10 marks)
- 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)