



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
BMK 5204: MARKETING COMMUNICATION STRATEGY
END OF SEMESTER EXAMINATION
SERIES: APRIL 2025
TIME: 3 HOURS
DATE: 5 May 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

Attempt **Question One (Compulsory)** and Any Other **THREE** Questions

This paper consists of **FIVE** questions. Attempt **Choose instruction**.

Do not write on the question paper.

Question ONE: Read the case below and answer the questions that follow:

In 2023, Safaricom PLC, Kenya's leading telecommunications company, launched the "Tuinuanne" campaign, a Swahili term meaning "Let's uplift each other." The campaign was a nationwide call for unity, collaboration, and empowerment, especially targeting youth, SMEs, and underrepresented communities.

The campaign featured a multi-channel promotional strategy aimed at reinforcing Safaricom's brand as not just a telecom provider but a socially responsible company invested in Kenyan lives. Safaricom produced high-quality, emotionally appealing adverts that told real stories of resilience and community support. These ads aired on national TV and major radio stations. Customers were rewarded with airtime bonuses, data bundles, and discounts on M-Pesa transactions. Loyalty programs and lucky draws were introduced to encourage regular usage of Safaricom services. Community-based events were held in counties like Kisumu, Mombasa, and Eldoret, providing free digital literacy training, showcasing SMEs, and offering giveaways to participants. The campaign included support for small businesses through Safaricom Foundation grants and financial literacy training for women and youth groups.

Overall, the Tuinuane campaign reflected a holistic approach to brand promotion, blending emotional storytelling with tangible customer benefits and a strong social message.

- a) Identify and explain any four promotional strategies used by Safaricom in the Tuinuane campaign. (15 marks)
- b) Explain how the use of Integrated Marketing Communications (IMC) contributed to the effectiveness of the campaign. (15 marks)

Question TWO

- a) Explain the role of promotion in the marketing mix and how it supports the other elements (product, price, place). (10 marks)
- b) Discuss the importance of promotion for both new and existing products, giving relevant examples. (10 marks)

Question THREE

- a) Compare digital and traditional marketing tools used in promotion. Give at least two examples of each. (10 marks)
- b) Discuss two advantages and two disadvantages of digital marketing in today's promotional environment. (10 marks)

Question FOUR

- a) Define sales promotion and explain its key objectives in a marketing campaign. (10 marks)
- b) Evaluate the effectiveness and limitations of sales promotions as a short-term strategy, using examples. (10 marks)

Question FIVE

- a) Explain the importance of ethical considerations in promotional activities. Provide at least two examples of unethical promotional practices. (10 marks)
- b) Discuss the role of government and regulatory bodies (e.g., the Advertising Standards Body of Kenya - ASBK) in ensuring fair promotional practices. (10 marks)