



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
BMK 5204: MARKETING COMMUNICATION STRATEGY
SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 3 HOURS

DATE: Pick Date Jul 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:

Our client is a national grocery and drug store chain, which has been steadily losing market share to its competitors. Our client utilizes a high-low pricing strategy, in which regular prices are typically slightly higher than those of an everyday low-price retailer. However, periodically high-low retailers drop prices significantly. During the time period in which a product's price is decreased, the product is also promoted through print and in-store advertising. Our client expects a significant lift in sales during the periods in which a product is promoted. However, benchmarks against industry averages indicate that our client does not experience as large of a lift in sales as its competitors do during promotions. There are one or two major high-low competitors in each of the local regions in which the client operates. Our client's everyday prices, promotional cycle timing, and percent discounts are virtually identical to their competitors in each market.

- a) State and explain why sales promotion would be the best communication tool to deliver this message to consumers. (10 marks)

- b) What would be the best approach to increase sales lift when an item is promoted by the company. (10 marks)
- c) Price adjustments would help the company deal with competitors. Explain this statement. (10 marks)

Question TWO

- a) State and explain the advantages of sales promotion in adoption of products. (15 marks)
- b) Give examples of sales promotion tools a marketer uses in the market place. (5 marks)

Question THREE

- a) State and explain the main differences between direct marketing and sales promotion giving relevant examples in each. (10 marks)
- b) State and explain the main differences between publicity and advertising. (10 marks)

Question FOUR

- a) Explain the advantages of using publicity instead of advertising to a marketer. (10 marks)
- b) State the advantages of integrated marketing communication in the market place. (10 marks)

Question FIVE

- a) State and explain the factors one should consider when choosing a media for communication to the market. (15 marks)
- b) State and explain the advantages of using television over radio in marketing communication. (5 marks)