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TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES AND MARKETING

BMK 2206: MARKETING COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: JULY 2025

TIME: 2HRS

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

- (a) Outline the important roles played by personal selling in communicating the organization products (12 marks)
- (b) Explain the reasons why marketers are using outdoor advertising medias in communicating to the target consumers (8 marks)
- (c) Identify the factors that are considered when developing marketing communication budget (10 marks)

QUESTION TWO

- (a)** Identify the medias that are ideal for products that target rural consumers **(10 marks)**
- (b)** Discuss the channels would be ideal when targeting the youth with a marketing communication **(10 marks)**

QUESTION THREE

- (a)** Highlight the factors that marketers should take into account when choosing the media in marketing communication **(10 marks)**
- (b)** Explain the roles of marketing communication **(10 marks)**

QUESTION FOUR

- (a)** Explain the reasons why sales promotion should not run for a long period of time period of time and stop **(10 marks)**
- (b)** Discuss the process of marketing communication **(10 marks)**

QUESTION FIVE

- (a)** Highlight the objectives of marketing communication **(10 marks)**
- (b)** Explain the importance of marketing in a society **(10 marks)**