



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
SECOND YEAR, TRI- SEMESTER**

**MAIN EXAMINATIONS
FOR THE DEGREE
OF
MASTERS OF BUSINESS ADMINISTRATION**

COURSE CODE: MBA 861

COURSE TITLE: INTEGRATED MARKETING COMMUNICATION

DATE: TUESDAY, 26TH JULY TIME : 2:00 - 5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (**Compulsory**) and any other THREE questions

TIME: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE

Your firm intends to invest in promotional campaigns so as to regain its lost glory, reputation and competence. In view of the above statement;

- a) Summarize the justification for expenditure on promotional campaigns. (10 marks)
- b) Highlight the methods of determining promotional budgets. (15marks)
- c) Outline the marketing implications of promotional campaigns. (15marks)

QUESTION TWO

- a) Explain the market based drivers for adoption of integrated marketing communication system in organization. (10marks)
- b) Outline the relevance of integrated marketing communication in a firm. (10marks)

QUESTION THREE

An organization of your own choice has commissioned an advertising agency to undertake promotional campaign for its products. Explain in detail, how the agency should plan and execute the advertising campaign so as to achieve the desired promotional objectives. (20 marks)

QUESTION FOUR

- a) Explain the factors that need to be taken into account by a firm when choosing media to use to promote its goods and services on the market. (10 marks)
- b) Using a brand of your own choice, evaluate the rational and emotional appeal messages utilized to position it on the market. (10 marks)

QUESTION FIVE

- a) Evaluate the criteria for measuring the effectiveness of an implemented marketing communication campaign. (10marks)
- b) Distinguish between, Push and Pull based promotional strategies. (10marks)

