



(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATIONS

DEGREE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 406


COURSE TITLE: MARKETING COMMUNICATION

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Time: 3 hours. Answer question **ONE** and any other **TWO**

This paper consists of two (2) pages. Please turn over 

MMUST observes ZERO tolerance to examination cheating

1. Many modern organizations recognize the need for integrated marketing communications.
 - a) What is marketing? (2 marks)
 - b) Identify the various publics that an organization needs to communicate with. (10 Marks)
 - c) Discuss why it is critical to incorporate the communication component into an organization's overall marketing strategy (8 marks)
 - d) Comment on the adage that
 - i. 'In business image is everything'
 - ii. 'The customer is King'(10 marks)

2. Using illustrations, briefly discuss the following types of marketing
 - a) Telemarketing (5marks)
 - b) Relationship Marketing (5 marks)
 - c) Direct Marketing (5marks)
 - d) Database Marketing (5marks)

1. There is a relationship between personal selling and sales promotion activities
 - a) Differentiate between personal selling and sales promotion (8 marks)
 - b) Imagine that you are the head of a successful business organization. Advise the sales trainees concerning how to carry out personal selling, including techniques that you may use to deal with sales objections (12 Marks)

3. The marketing mix is an interesting and successful communication technique in marketing
 - a) Explain what you understand by 'the marketing mix' (4 marks)
 - b) Discuss in details the four elements of the marketing mix (16 marks)(20 marks)

5. a) What is advertising? (3 marks)
 - b) Using illustrations, discuss 6 reasons why businesses engage in advertising (6 marks)
 - c) How would you advise your Chief Executive Officer regarding the best way of developing and implementing an effective advertising campaign for a new beverage? (10 arks)

6. Discuss the value of technology for a business organization of the 21st century. (20 marks)