



(The University of Choice)

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

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 340

COURSE TITLE: MARKETING COMMUNICATION STRATEGY

DATE: TUESDAY, 2ND AUGUST 2022 TIME: 11:00 – 1:00PM

INSTRUCTIONS TO CANDIDATES

- Question one is compulsory. Attempt any two questions

TIME: 2HOURS

This Paper Consists of 3 Printed Pages. Please Turn Over 

QUESTION ONE

Your firm intends to undertake continuous promotional campaigns to regain its lost glory, image and market share. In view of the above statement:-

- a) Examine the objectives of promotional campaigns on the market . (15 marks)
- b) Explain the various methods of determining promotional budgets. (15 marks)
- c) Explain five types of sales promotion techniques that a firm can use. (10 marks)

QUESTION TWO

As a media expert, working on key account management, write an outline report for your client showing the role of a radio as an advertising medium for this account. Your report should cover the benefits and limitations of a radio as a promotional medium. (20 marks)

QUESTION THREE

- a) Define the term “Integrated Marketing Communications” and outline the market based drives for the adoption of integrated marketing communication by organizations.(10 mks)
- b) Outline the relevance of integrated marketing communications to an organization. (10 marks)

QUESTION FOUR

- a) Distinguish between ‘advertising’ and ‘sales promotion’ as promotional mix tools. (10 marks)
- b) Differentiate between “pull” and “push” promotional strategies. (10 marks)

QUESTION FIVE

- a) Write a brief report, setting out the criteria for measuring the effectiveness of a marketing communication campaign. (10 marks)
- b) Explain the factors that an organization should take into account before selecting an external advertising agency to use promote its goods and services on the market.(10mks)