



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

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SEMESTER ONE**

**MAIN EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 340

COURSE TITLE: MARKETING COMMUNICATION STRATEGY

DATE: TUESDAY, 20TH /12/2022 TIME : 3:00-5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question ONE (**compulsory**) and any other TWO questions

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

QUESTION ONE

Marketing Communication through promotional campaigns is an integral and essential part of the marketing mix. As a promotional manager of a firm of your own choice, your managing director wants you to write a report on the following:

- a. The economic justification of investing in promotional campaigns. (10 marks)
- b. The various techniques of sales promotion as a marketing communication tool.
(10 marks)
- c. The benefits of using a radio as a promotional media to the firm.
(10marks)

QUESTION TWO

- a. Examine the rational and emotional appeal messages of any cooking fat brand.
(10marks)
- b. Outline the benefits and limitations of push based promotional strategies. (10 marks)

QUESTION THREE

- a. Explain the communication based drivers for integrated marketing communications in a firm. (10 marks)
- b. Outline the benefits of integrated marketing communication in a firm.
(10marks)

QUESTION FOUR

- a. Summarize the advantages and limitations of using promotional agency to a firm. (10 marks)
- b. Highlight the areas of agency briefing that the client should provide to the promotional agency. (10marks)

QUESTION FIVE

- a. Differentiate between “Advertising” and “Sales Promotion” as tools of marketing communication. (10 marks)
- b. Outline the approaches of determining promotional budget in an organization.
(10marks)