MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY EXAMINATIONS
2023/2024 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: FRIDAY, 15TH /12/2023 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

Promotional campaigns are turning customers into impulse buyers than being rational buyers as it is a general routine. As a marketer, give write-ups on the following:

a. How to select appropriate promotional messages to use to undertake promotional campaigns (10 marks)
b. The objectives of promotional campaign to the firm. (10 marks)
c. The benefits of using televisions to undertake promotional campaigns. (10marks)

QUESTION TWO

a. Differentiate between 'rational' and 'emotional' appeal messages, citing examples. (10marks)
b. Summarize the pros and cons of push promotional strategies. (10 marks)

QUESTION THREE

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

QUESTION FOUR

a. Highlight the benefits of using promotional agencies to undertake promotional campaigns for organizations. (10 marks)
b. Explain the steps used in designing and developing a promotional campaign to be executed. . (10marks)

QUESTION FIVE

a. Analyse the approaches that can be used for determining promotional budgets. (10marks)
b. Explain the three types of media strategies that a firm is likely to employ to achieve it's desired promotional objectives. (10marks)