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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 15th April, 2019
Time: 11.00am – 1.00pm

KBA 324 - MANAGING MARKETING COMMUNICATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Identify how marketing communication can be applied in an organization. (5 Marks)
- b) Highlight the three main elements of communication in marketing communication. (5 Marks)
- c) In Marketing Communication the Message flows between the source (Organization) and four main groups of receivers. Name and explain each receiver. (5 Marks)
- d) Explain the consumer information processing model. (5 Marks)
- e) Highlight the two meanings used in coding languages in marketing communication. (5 Marks)
- f) Identify the five elements in marketing information. (5 Marks)

QUESTION TWO (20 MARKS)

- a) For marketers to possess an effective way of communication in marketing they must apply four distinct characteristics in their language. Explain each of these characteristics in details. (10 Marks)
- b) In marketing communication there are four major components in marketing mix. Elucidate these components. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Marketing Strategies are normally devised to make use of opinion leaders in the promotion of a product. Discuss the process of using opinion leadership. (10 Marks)
- b) Examine the functions of Public Relations in Managing Marketing communications. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Elaborate the Integrated Marketing Communication strategic planning process. (10 Marks)
- b) Managing marketing communication is very vital when it comes to marketing. Explain in details the communication strategies in marketing communication. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) In Marketing Communication there are different classes of Buying Motives. Examine each of them. (10 Marks)
- b) Evaluate the promotional strategies a marketer can use in order to effect customer attitude change. (10 Marks)