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

Date: 11<sup>th</sup> December, 2019

Time: 11.00am – 1.00pm

**KBA 425 - MARKETING COMMUNICATION STRATEGIES**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Bidu Booksellers spent so much money in advertising their store via various media. However marketing research by a leading firm shows that most of their target customers are unaware of the store, and those that have heard about it can only recall scanty information from the advertisement broadcasted. They also seem to be making claims that were not on the original ad. The proprietor has come to you for an explanation on these research findings. Briefly explain why this could have happened. (7 Marks)
- b) Illustrate consumer buying process and explain four methods companies can adopt to maintain customer loyalty. (7 Marks)
- c) Explain five ways of motivating the sales force. (5 Marks)
- d) Highlight five merits of integrated marketing communication contrary to traditional promotional mix. (6 Marks)
- e) Identify the advantages of publicity as a market communication strategy. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) The marketing director of Bidu booksellers went to great lengths to convince the management board that just one marketing promotion tool may not be effective for promoting the company products. Instead marketing communication mix would be ideal. He has asked for your support. By discussing the relationship between the Product Life Cycle and the various promotional tools, support or critique his position (12 Marks)
- b) Discuss four factors to consider when developing promotional budget.

(8 Marks)

**QUESTION THREE (20 MARKS)**

- a) A marketer's key challenge is setting the overall promotion mix. Where the factors considered have to ensure that the benefits offset the costs of conducting promotion. Discuss five components of a promotional program (10 Marks)
- b) With the aid of an illustration discuss the elements of the communication process and their inter relationships. (7 Marks)
- c) Explain at least THREE factors that could enhance the effectiveness of marketing communication. (3 Marks)

**QUESTION FOUR (20 MARKS)**

- a) A new marketer seeks market visibility and as a result has a difficulty in understanding the role of branding in market communications and needs assistance in establish role of branding in market communications. By citing appropriate examples, explain benefits of branding to organizations. (7 Marks)
- b) Discuss the problems faced by new marketers during the media planning process. (7 Marks)
- c) Clearly identify and explain SIX ethical issues that are of concern to a marketer during market communications (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss five similarities between advertising and public relations. (10 Marks)
- b) Technological advancement is one of the environmental forces that can adversely influence international marketing operations. Describe five benefits attributed to e-commerce. (10 Marks)

