



**The Co-operative University of Kenya**

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019**

**EXAMINATION FOR THE DIPLOMA IN MARKETING**

**UNIT CODE: DMDM 1201**

**UNIT TITLE: MARKETING COMMUNICATIONS**

**DATE: 30<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- a) One of the most difficult marketing decisions for sales managers is how much to spend on promotion. Explain how companies decide on the promotion budget. (10 marks)
- b) Discuss the concept of personal selling as a marketing communication tool citing its advantages and disadvantages. (10 marks)
- c) Discuss the importance of psychographic segmentation to marketers (10 marks)

**QUESTION TWO**

- a) Clearly explain the steps involved in marketing communication strategy. (10 Marks)
- b) Discuss the below promotion mix strategies.
  - i. Push strategy (5 marks)
  - ii. Pull strategy (5 marks)

**QUESTION THREE**

- a) Using AIDA Model Explain why Marcoms managers need to take into account how consumers learn, when creating a campaign and developing media plans. (10 Marks)
- b) As a marketing manager you are tasked with the responsibility of setting up budget. Examine the four items to look into when settling up promotional budget? (10 marks)

**QUESTION FOUR**

- a) Define marketing communication and discuss its importance in today's competitive marketing environment. (10 Marks)
- b) Discuss how the consumer decision process is affected by marketing communications strategies. (10 marks)