



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/ BACHELOR OF COMMERCE**

(YR IV SEM II)

UNIT CODE: HCOB 2338/HBM 2402

UNIT TITLE: MARKETING COMMUNICATION STRATEGY

DATE: 9th DECEMBER 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- Define Marketing Communication Strategy. (2 Marks)
- Intergrated Marketing Communications entails carefully intergrating and coordinating the company's many communications channels to deliver a clear, consistent, and compelling message about the organization and its products brands. Discuss. (8 Marks)
- Describe the process involved in developing effective intergrated marketing communications. (10 Marks)
- Discuss key elements of the marketing communication mix giving specific examples of how each can be applied by a business firm. (10 Marks)

QUESTION TWO

- Using a well labeled diagram, describe the marketing communication process. (12 Marks)
- Discuss the major factors that are shaping the face of today's marketing communications. (8 Marks)

QUESTION THREE

- Explain why understanding consumer behavior is important in developing a firms' marketing communication strategies. (8 Marks)
- Describe the SIX buyer readiness stages as you show how a marketer can move the target audience from one stage to the other. (12 Marks)

QUESTION FOUR

- Companies must be careful when selecting celebrities/endorsers to represent their brands. Explain citing relevant examples. (6 Marks)
- Setting an intergrated marketing communications budget is perhaps one of the hardest marketing decisions. Expound on four methods commonly used in setting the promotional budget. (8 Marks)
- Describe THREE personal communication channels that a marketing communicator can use. (6 Marks)

QUESTION FIVE

- (a) A marketer has to figure out an appeal that will produce the desired response out of the marketing communication efforts of a firm. Explain THREE types of target audience appeals that should be considered. (6 Marks)
- (b) Distinguish between push and pull promotional strategies (4 Marks)
- (c) Discuss some Ethical issues to consider responsible marketing communications. (10 Marks)