

**THE CO-OPERATIVE UNIVERSITY COLLEGE OF KENYA**  
**HBC 2402: MARKETING COMMUNICATIONS STRATEGY**  
**MAIN EXAM**

**DATE**

**TIME**

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**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions**
  - **Use relevant examples**
  - **Time Duration 2 hour**
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**CASE STUDY**

**The London Eye**

The London Eye, part of British Airways, wanted to attract new visitors. Its annual marketing budget of £ 1.5 million was used to increase passage numbers via focused advertising and other promotional activities.

Londoners were encouraged to take additional flights with the sale of joint tickets offering a trip together with a champagne meal at a nearby restaurant. Overseas visitors were targeted with an online campaign combined with advertisements at key entry points to the UK. Students were offered joint tickets with Tate Britain for the Tuner Prize exhibition. This was promoted through student bars and student union mailings. Other initiatives included a 45 minute Thames cruise, the production of guidebooks, the introduction of trained capsule hosts and the re-launch of their website.

The overseas campaign led to a 5% increase in passenger numbers. Within three months 7,800 Londoners had taken up the 'flight and meal' deal, and there were 300 redemptions of the student tickets. Overall, BA saw an 8% growth in visitor numbers to more than 4 million, and an increase in gross profit of 23%.

While activity on this scale would be beyond the remit of most SMEs, this example does illustrate the benefit of using a selection of different techniques to achieve a specific and clearly defined result.

### **QUESTION ONE**

- (a) Identify the target respondents and discuss the importance of targeting them. (10 marks)
- (b) Explain why it was important for British Airways to differentiate its communication strategy (10 marks)
- (c) Critically discuss the Pull Strategy used by British Airways in their marketing communications (10 marks)

### **QUESTION TWO**

- (a) Discuss the two major types of communication channels? (10 marks)
- (b) Identify the consumer-decision process and explain why the understanding of this process is important when designing an effective marketing communication. (10 marks)

### **QUESTION THREE**

- (a) Using AIDA Model examine the Steps in developing effective communication?(10 marks)
- (b) Discuss any TWO of the following promotional mix elements (10 marks)
  - a) Sales promotion
  - b) Personal selling
  - c) Direct Marketing
  - d) Advertising

### **QUESTION FOUR**

- (a) One of the most difficult marketing decisions is how much to spend on promotion. Give an account of how companies decide on the promotion budget. (10 marks)
- (b) Discuss the principles of effective marketing communications (10 marks)