



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

MARKETING COMMUNICATIONS [BMA 2101]

FINAL EXAMINATION

APRIL 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE** questions.
2. Each question carries 25 marks.
3. Begin each question on a new page.
4. Please indicate the study mode (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of three printed pages including the cover page

QUESTION 1 (Compulsory)

- a) Outline the 9 communication process and the steps in developing effective marketing communications. **[10 marks]**
- b) Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix. **[15 marks]**

QUESTION 2

You have been recently engaged as the sales executive for a Itel cell-phone manufacturing company selling to both business to business and business to consumer markets. The cell-phones are sold on cash bases, transfers, swipe and eco-cash.

- a) Discuss how you would apply the personal selling process in selling these Itel cell-phones. **[8 marks]**
- b) Evaluate the 6 roles of the sales representative in the selling Itel gadgets. **[6 marks]**
- c) Identify and justify at least 5 public relations techniques that could be used by Itel to strengthen its image against well-established cell-phone brands. **[5 marks]**
- d) Differentiate pro-active public relations from reactive public relations in relation to handling crisis. **[6 marks]**

QUESTION 3

Net-One has been sponsoring activities including sports, causes and charities in Zimbabwe. Identify and explain 5 areas of sponsorship that Net-One can sponsor and the 5 factors that Net-One could consider when selecting the sponsorship area. **[25 marks]**

QUESTION 4

Analyse the following advertising media giving their characteristics, advantages and disadvantages

- a) Radio **[5 marks]**
- b) Television **[5 marks]**
- c) Internet **[5 marks]**
- d) Newspaper **[5marks]**
- e) Flier distribution **[5 marks]**

QUESTION 5

- a) Outline 6 factors that can be used when selecting celebrity icons. **[15 marks]**
- b) Justify 6 social media platforms that Gwanda State University could use to communicate and interact with its current students, potential students and lecturers. **[10 marks]**

QUESTION 6

Describe the major decisions involved in developing an advertising program. **[25 marks]**

End of Exam