



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
MAIN CAMPUS**

UNIVERSITY EXAMINATION 2014

**3RD YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION WITH IT**

COURSE CODE: ABA 311

TITLE: MARKETING COMMUNICATION

DATE: AUGUST, 2014

DURATION: 2 HOURS

INSTRUCTIONS:

1. This paper contains FIVE (5) questions
2. Answer question ONE and any other TWO questions
3. Write all answers in the booklet provided

QUESTION ONE

- a) Briefly explain any three components of a marketing information system (6 marks)
- b) What is a promotional budget? (2 marks)
- c) Identify any three types of communication channels. (3 marks)
- d) Explain the following terms as used in marketing communication (6 marks)
 - i. Drive Brand Switching
 - ii. Stimulate Trial Purchase
 - iii. Influence Purchase Intent
- e) Explain the role of professional sales people in a business enterprise (4 marks)
- f) Identify three ways by which client agency relationship can be maintained.

(3 marks)

- g) Give any six challenges that may be encountered when a marketing manager does inadequate market research (6 marks)

(30 marks)

QUESTION TWO

- a) Discuss the various methods that are used to determine a promotion budget (10 marks).
- b) Explain the factors that influence selection of promotional mix (10 marks)

(20 marks)

QUESTION THREE

- a) For an advertisement to be effective there are main actors that must be considered. Explain any four main actors related to the effectiveness in advertisement activities (8 marks)
- b) Describe the steps involved in designing an effective advertisement message (12 marks)

(20 marks)

QUESTION FOUR

- a) Explain the various components of a marketing communication mix (8 marks)
- b) Discuss four public relation tools used in marketing (8 marks)
- c) Give four advantages of marketing Information Systems (4 marks)

(20 marks)

QUESTION FIVE

With suitable examples, describe the marketing communication process (20 marks)

(20 marks)