

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MARKETING COMMUNICATIONS - CBU 2102**

**SEPTEMBER 2008 SUPPLEMENTARY EXAM      TIME ALLOWED: 3 HRS**

**INSTRUCTIONS TO CANDIDATES**

- **ANSWER ANY FOUR QUESTIONS**

**QUESTION 1**

A Store's image is composed of many dimensions each interacting with others to influence the kin of image various consumer groups hold of the store. Discuss ten dimensions of store image. [25]

**QUESTION 2**

Discuss how you would use an integrated marketing communications approach to launch a new motor vehicle brand. [25]

**QUESTION 3**

What roles do packaging and branding play in the communication of product to the market? [25]

**QUESTION 4**

Outline the roles of promotional strategy in the communication process. [25]

**QUESTION 5**

(a) Discuss any five consumer sales promotion methods. [15]

(b) What reasons can you advance for the use of sales promotions by businesses? [10]

**QUESTION 6**

Advertising has no place in a depressed economy like the Zimbabwean one right now. Discuss this statement. [25]

**QUESTION 7**

Explain the role of public relations and publicity in an organisations promotional strategy. [25]

**END OF PAPER**