

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**MARKETING COMMUNICATIONS – CBU 2102**

**FINAL EXAMINATION – APRIL 2009**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- (i) Answer any FOUR (4) questions
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**QUESTION 1**

A store is not just a building where goods are sold; it is a communication tool as well. Discuss fully the meaning of this statement. **[25 Marks]**

**QUESTION 2**

“The most important component of the product as a communicant is the package”. Discuss broadly the implications of this statement. **[25 Marks]**

**QUESTION 3**

In a proper sequence, name and discuss the basic steps you would follow in developing a marketing communication strategy of a product(s) of your choice. **[25 Marks]**

**QUESTION 4**

Discuss how advertising supports and enhances the sales representative’s efforts. What functions does advertising perform to make the sales representative’s job easier? **[25 Marks]**

### **QUESTION 5**

You have been appointed a Product Manager for a new dishwashing liquid soap that has been recently launched in the market. What sales promotion would you use to sell this product. **[25 Marks]**

### **QUESTION 6**

Distinguish between:-

- (a) Advertising and publicity **[5 Marks]**
- (b) Promotion and sales promotion **[5 Marks]**
- (c) Packaging and packing **[5 Marks]**
- (d) Trade name and Trade Character **[5 Marks]**
- (e) Push and Pull Strategies **[5 Marks]**

### **QUESTION 7**

Since television is a multi-channel medium, and a radio a single –channel medium, why should advertisers even want to advertise on radio? What advantages, if any, does the radio medium offer over the television medium. **[25 Marks]**

**END OF EXAMINATION**