

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING COMMUNICATIONS – CBU 2102

FINAL EXAMINATION – FEBRUARY 2010

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- (i) Questions may be answered in any order.
- (ii) All questions carry **25** marks each.
- (iii) Credit will be given to the use of appropriate examples.
- (iv) This paper contains **Seven** questions.

QUESTION 1

The 4Ps are generally used as marketing communicates. How does “place” communicate? **[25 Marks]**

QUESTION 2

Your company is contemplating exhibiting in the 2010 Zimbabwe International Trade Fair as your company has recently introduced new and exciting products that are doing well in the market. You have been asked to obtain the best results from the Exhibition. What marketing communication tools would you advise the marketing division to use before and during the said Trade Fair? **[25 Marks]**

QUESTION 3

- (a) What role does a salesperson play in the promotional mix? **[10 Marks]**

(b) For what types of products is personal selling more suited than mass communication? [15 Marks]

QUESTION 4

Briefly explain the following:

(a) Publicity [6 Marks]

(b) Outdoor media [13 Marks]

(c) Public Relations [6 Marks]

QUESTION 5

Describe the steps you would follow in developing an advertising campaign for dairy product(s). [25 Marks]

QUESTION 6

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

QUESTION 7

Discuss the major media characteristics that you would use when evaluating media. [25 Marks]

END OF EXAMINATION