

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING COMMUNICATIONS– CBU 2102

SUPPLEMENTARY EXAMINATION – AUGUST 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.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **seven** questions.

QUESTION 1

Using examples, discuss the various types of noise in commercial communications.

[25 Marks]

QUESTION 2

You have been appointed a Brand Manager for a new dairy product that has been recently introduced into the market. What sales promotion tools would you use to sell this product? **[25 Marks]**

QUESTION 3

Discuss the importance of sales representatives in marketing communication.

[25 Marks]

QUESTION 4

‘A package is the most important part of a product as a communication tool’. Discuss. [25 Marks]

QUESTION 5

Outline and explain different types of advertising methods you would use for a fast moving consumer good (FMCG). [25 Marks]

QUESTION 6

Advertisers are showing growing concern with commercial clutter in both electronic and print media. As an advertising manager of your organization, how would you go about dealing with the above challenges (media clutter)? [25 Marks]

QUESTION 7

Justify how you would use a store as a marketing communication tool. [25 Marks]

END OF EXAMINATION