

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

JANUARY 2010 EXAMINATIONS

MARKETING COMMUNICATIONS AND ETHICS IN MARKETING – CBU 5204

TIME ALLOWED: 3 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

- i) Question 1 is compulsory
- ii) Questions can be answered in any order.
- iii) As much as possible, use relevant examples.
- iv) Answer any **TWO** questions from section B.

SECTION 1

QUESTION 1

Study the case that has been provided to you, before the examination, and answer the following questions.

a) There is a war on all fronts between Gillette and Bic. If you were a manager of either company, how would you steal a march on your competitors by using any two marketing communication elements? **[20 Marks]**

b) Gillette has done everything possible in marketing terms to survive and indeed to excel in the market but it failed. It should fold up and go into voluntary liquidation. Argue for or against the claim, suggesting how by using segmentation and target marketing Gillette can still excel in the market. **[20 Marks]**

c) If you were the Chief Executive Officers of Gillette Company, what ethical issues would you strenuously avoid in year fright against your competitor? **[10 Marks]**

SECTION B

QUESTION 2

Justify to an emerging entrepreneur why and how he or she should use any three of the marketing communications mix elements. **[25 Marks]**

QUESTION 3

“There is absolutely nothing for nothing. If you want your goods to move in the market, you will have to pay purchasing managers of different Companies.” Critique the foregoing chain, indicating ethical considerations you will be taking into account. **[25 Marks]**

QUESTION 4

Discuss the advantages and disadvantages of creating branded experiences for employees and customers as a company executive promotional activities. **[25 Marks]**

QUESTION 5

Situational Analysis, Objective, Strategy, Tactics, Action and Control (SOSTAC) Planning Model is a big help to marketing communications management.. As a marketing communications expert, indicate how you would use the foregoing planning model to enhance your promotional activities in your company.

[25 Marks]

END OF EXAMINATION