

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MASTER OF SCIENCE IN MARKETING**  
**MARKETING COMMUNICATIONS AND ETHICS IN MARKETING - CBU 5204**  
**FINAL EXAMINATION- DECEMBER 2012**  
**TIME ALLOWED: 3 HOURS 30 MINUTES**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **One** and any other **Two** questions from Section B

**INFORMATION TO CANDIDATES**

- (i) Section A carries **60** marks
- (ii) All questions in Section B carry **20** marks each
- (iii) Questions may be answered in any order
- iv) Credit will be given for the use of appropriate examples
- (iv) This paper contains **Five** Questions

**SECTION A**

**QUESTION 1**

**Case Title: - The Rise & Fall of Boise Cascade's Building Materials Centres pp. 825 – 836 Mktg Planning & Strategy**

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

**REQUIRED:-**

- (a) Analyse the issues that are raised in the Case Study. **(20 marks)**
  
- (b) How would the application of integrated marketing communications (IMC) change the fortunes of companies in the case study, for the better? In your answer combine any two or three elements of the marketing communications mix. **(20 marks)**

(c) What recommendations can you make to redeem the operational problems in Boise Cascade Building Materials Centres? **(20 Marks)**

## **SECTION B**

### **QUESTION 2**

You are in the fast moving consumer goods (FMCG) sector and your marketing director has tasked you to use targeting as means of gaining a market niche. Discuss in marketing terms how you would meet the requirements of your marketing director. **(20 marks)**

### **QUESTION 3**

Justify to an emerging entrepreneur why and how he or she should use integrated marketing communications. **(20 Marks)**

### **QUESTION 4**

Discuss the advantages and disadvantages of creating branded experiences for employees and customers as a company executes its promotional activities.

**(20 Marks)**

### **QUESTION 5**

Every employee of a company must participate directly or indirectly in the marketing of goods and services. Using branding as a point of departure and concentration, say whether you agree or disagree with the foregoing statement. **(20 Marks)**

**END OF EXAMINATION**