

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
SUPPLEMENTARY EXAMINATION- MARCH 2013
TIME ALLOWED: 3 HOURS 30 MINUTES

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: - Ciba – Ceigy Pharmaceuticals Division: Multinational Strategic Planning/pp. 445 – 462 Strategic Marketing

REQUIRED:-

- (a) How would integrated marketing communications (IMC) help Pharma Division to 'maintain and improve' their leading position in the Health Care Industry? **(20 Marks)**
- (b) 'Within ethical pharmaceuticals,' discuss the role of ethics both in medicine and marketing. **(20 Marks)**
- (c) The Pharma Division used geographic segmentation in its marketing of products. State why you agree or disagree with the foregoing statement in the context of the case. **(20 Marks)**

SECTION B

QUESTION 2

Evaluate the effectiveness and efficiency of a firm's promotional function centring on budgeting practices and performance results. **(20 Marks)**

QUESTION 3

Interrogate some of the reasons why traditional advertising agencies have been developing more integrated marketing communications (IMC) capabilities. What changes might traditional advertising agencies have to make to improve their IMC capabilities? **(20 Marks)**

QUESTION 4

Integrated marketing communications (IMC) is the major communications development of the last decade of the twentieth century. Many organisations proclaim IMC to be a key competitive advantage of marketing. Indicate how far you agree or disagree with these sentiments, paying particular attention to the industrial words. **(20 Marks)**

QUESTION 5

- (a) Analyse the role of communication in the integrated marketing communications programme of a company. **(10 Marks)**
- (b) Indicate how the Internet can be used to execute the company's elements of the promotional mix. **(10 Marks)**

END OF EXAMINATION