

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MARKETING COMMUNICATIONS—CBU 2102
FINAL EXAMINATION JANUARY 2008
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- *Answer any **four** questions*
- *Questions may be answered in any order*
- *As **much as possible**, use examples*

Question 1

You have been appointed a Product Manager for a new dishwashing liquid that has been recently launched in the market. What sales promotion tools should you use to sell this product? **[25 marks]**

Question 2

Advertisers are showing growing concern with commercial clutter in both electronic and print media. As a marketing manager of your organisation, how should you go about dealing with the challenges of this commercial clutter? **[25 marks]**

Question 3

Using examples, discuss the various types of noise in commercial communications. **[25 marks]**

Question 4

A store is not just a building where goods are sold, it is a communication tool as well. Discuss fully the meaning of this statement. **[25 marks]**

Question 5

“There is no right and wrong way to communicate with publics”. Identify eight of NUST’s “publics” and discuss how NUST would communicate with these publics. **[25 marks]**

Question 6

“The most important component of the product as a communicant is the package.” Discuss broadly the implications of this statement. **[25 marks]**

Question 7

How would you use the concept of *media characteristics* to convince an advertiser to use a specific media mix? **[25 marks]**