

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING COMMUNICATIONS – CBU 2102

SUPPLEMENTARY EXAMINATION - OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **four (4)** questions.
- (ii) All questions carry **(25)** marks each.
- (iii) Questions may be answered in any order.
- (iv) As much as possible, use relevant examples.

QUESTION 1

“It is dangerous to view promotion as a firm’s sole communication’s link with customers”. Discuss the implications of this statement. **[25 Marks]**

QUESTION 2

- a) Discuss the role of marketing communications. **[20 Marks]**
- b) Why is it important to view marketing communications as a two-way process? **[5 Marks]**

QUESTION 3

Briefly discuss the following:

- a) Product – benefit strategies **[5 Marks]**
- b) Image –identification strategies **[5 Marks]**
- c) Product – positioning strategies **[5 Marks]**
- d) Functional strategies **[5 Marks]**
- e) Tactics **[5 Marks]**

QUESTION 4

“Advertising should be considered as a long – term investment instead of an expense”. Discuss the meaning of this statement. **[25 Marks]**

QUESTION 5

You have been appointed a brand manager for a new washing powder. Discuss how you would use the product’s package in communicating with consumers. **[25 Marks]**

QUESTION 6

- a) Discuss why consumers rely upon high price as an indicator of a product quality. **[15 Marks]**
- b) How can a marketer use advertising to decentralise consumers to a high price. **[10 Marks]**

QUESTION 7

Discuss the factors that affect a store’s image. **[25 Marks]**

END OF EXAMINATIONS