



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES
BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION (CORPORATE
COMMUNICATION)**

**COURSE CODE: LAC 3211-1
COURSE TITLE: LANGUAGE & INTEGRATED
MARKETING COMMUNICATION**

DATE: 20/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

- Question One is Compulsory
- Answer Any Other

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

a) Differentiate marketing from the following concepts:

- i. Public Relations
- ii. Advertising

(3 marks)

b) Define Integrated Marketing Communication (IMC).

(2 Marks)

c) Explain four factors responsible for the growth of IMC.

(8 Marks)

d) Using appropriate examples, explain the role of IMC in branding.

[3 Marks]

e) Explain the role of language in IMC.

[4 Marks]

QUESTION TWO

Using relevant examples from the corporate world, discuss five elements of Integrated Marketing Communication Mix highlighting the strengths and weakness of each.

(15 Marks)

QUESTION THREE

Discuss three models of marketing communication using appropriate examples.

[15 Marks]

QUESTION FOUR

You have been appointed the Director of Marketing and Public Relations at Maasai Mara University. Prepare an IMC plan for the University and explain how it would help the University in achieving its goals.

[15 Marks]

QUESTION FIVE

You are the Marketing Manager of Maasai Mara Steel Company. The uptake of internet is extremely low. Explain how the use of Internet in the Integrated Marketing Communication programme will assist the company.

[15 Marks]

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