



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

SECOND YEAR FIRST SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS

BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: INS 2208

**COURSE TITLE: PRINCIPLES AND PRACTICES OF
MARKETING COMMUNICATIONS**

DATE: 3RD MAY 2018

TIME: 0830 – 1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

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

QUESTION ONE

Define the term Integrated marketing communications and explain its benefits to management. **(10 marks)**

b) As a marketer, explain how you can go about developing an effective marketing communications strategy, outlining the steps involved in achieving effective marketing communications. **(15 marks)**

QUESTION TWO

Advertising as a tool of the promotions mix is regarded to be a waste of time and a socially unfit activity. Discuss. **(15 marks)**

QUESTION THREE

Define the term product life cycle and discuss different communications strategies that can be used at each stage of the life cycle. **(15 marks)**

QUESTION FOUR

a) Discuss the role of marketing communications in product positioning. **(5 marks)**

b) What do you think is the role product branding in marketing communications.

(10marks)

QUESTION FIVE

a) Discuss the key requirements of achieving effective marketing communications as outlined by FISKE and HARTLEY. **(10 marks)**

b) Explain the role of direct marketing in marketing communications mix. **(5 marks)**

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