MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2019/2018 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE IN INFORMATION SCIENCES

COURSE CODE: INS 2208
COURSE TITLE: PRINCIPLES OF MARKETING COMMUNICATION

DATE: 16TH APRIL, 2019   TIME:8:30-10:30 HOURS

__INSTRUCTIONS TO CANDIDATES__

ANSWER QUESTION __ONE__ AND ANY OTHER __TWO__ QUESTIONS FROM

SECTION A

QUESTION ONE

    a. State the **FOUR Ps** of the marketing mix.   **(4 marks)**

    b. Explain the following terms as used in marketing communication.

                                                                              (4 Marks)

        i) Consumer trade promotions

        ii) Trade sales promotions

    c. Differentiate between personal branding and personal selling.

                                                                              (4 Marks)

    d. "Sale promotions often come in the form of discounts." Differentiate between price discounts and bonus packs.   **(4 Marks)**

    e. Explain how a business person can use social media effectively to market his/her products.   **(4 Marks)**

    f. Explain **FIVE** most important steps of coming up with strong brands in marketing.   **(10 Marks)**

SECTION B
QUESTION TWO

a) Peter was recently hired in a company that sells beauty products. The company had realized a drop in sales due to increased competition. His first assignment was to increase sales. Advice Peter on effective selling strategies of personal selling.   **(10 Marks)**

b) Discuss the criticisms levelled against advertising.   **(10 Marks)**

QUESTION THREE

"Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales." Discuss.

                                                                         (20 Marks)

QUESTION FOUR

    a) As consumers, we buy millions of products every year. And just like us, these products have a life cycle. Discuss the stages of a product cycle. **(10 Marks)**

    b) After getting her first capital, Grace ventured into selling second hand clothes. She recently realized that almost everyone she knew has ventured into the same business. Help Grace come up with unique selling propositions.   **(10 Marks)**

//END