



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
*THIRD YEAR FIRST SEMESTER***

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES & CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 3103-1

COURSE TITLE: MEDIA MARKETING

DATE: 7/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over*

QUESTION ONE

(a) Describe the objective of marketing according to Philip Kotler. **(2 MARKS)**

(b) Consumers make buying choices based on their perceptions of the value that various products and services deliver. Differentiate between customer value and customer satisfaction. **(8 MARKS)**

(c) With the aid of a diagram, explain the FOUR main domains of e-commerce. **(10 MARKS)**

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO

a). Describe the concept of Integrated Marketing Communication (IMC). **(3 MARKS)**

(b) Discuss **FOUR** benefits of IMC to a business today. **(12 MARKS)**

QUESTION THREE

Media organisations like all other actors operate in a larger macro-environment of forces that shape opportunities and pose threats to the organisation. There are six most influential forces in the organisation's macro-environment (Kotler, 2005). Examine any FIVE of these forces. **(15 MARKS)**

QUESTION FOUR

(a) Define a Strategic Plan. **(1 MARK)**

(b) The strategic plan contains several components. Describe these components. **(14 MARKS)**

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