

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BA IN JOURNALISM AND MASS COMMUNICATION
BJMC3101 PRINCIPLES OF MARKETING
YEAR 3 END OF SEMESTER ONE EXAMINATION

Date: 19th January 2022

Duration: 3hours

Time: 9:30am to 12:30pm

INSTRUCTIONS

Answer three questions in all. Section A is compulsory. For section B, each number carries 30 marks. Question number one is compulsory and carries 40 Marks.

SECTION A is compulsory

40 Marks

1. Marketing is getting the right goods and services to the right people, at the right places, at the right time, at the right price, with the right communication and promotion. Elaborate on this statement.(40 Marks)

SECTION B

Answer two only questions

2. Explain how MTN Company employs the marketing concepts in designing and promoting their services. (30 Marks)
3. Centenary Bank excelled in services offered in 2021. Discuss this statement in terms of principles of marketing (30 Marks)
4. Write a detailed report on social surroundings and their impact on marketing. (30 Marks)

May the Holy Spirit guide you--Success