



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS

COURSE CODE: CCM 402

COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS

DATE: 13TH DECEMBER, 2023

TIME: 2.00-4.00PM

INSTRUCTION TO CANDIDATES

See Inside

CCM 402: INTEGRATED MARKETING COMMUNICATIONS

Instructions: Answer question ONE and any other THREE

1. Have you ever looked at an advertisement and thought, "Wow, that is smart marketing!" whereas other times, you might not even bat an eyelid at a boring TV commercial? This differentiation comes down to one of the well-known marketing mix factors promotion. Promotion may include advertising, personal selling, or even digital marketing. Together, they make up the communication mix companies try to integrate to form an effective communications strategy. Marketing communications can be best understood by evaluating the nature of its two constituent elements; communication and marketing. On one hand, communication is the process whereby commonness of thought is established and some meaning is shared between individuals or between organizations and individuals. Marketing on the other hand can be said to be the set of activities in the process of asserting consumer needs, whereby businesses and other organizations create transfers of value by converting them into products or services, between themselves and their customers or users in order to satisfy such needs and wants of specific consumer with emphasis on profitability and getting the optimum use of resources available with the organization.
 - a) Giving examples, discuss five benefits a company can draw from Social Media marketing. (5marks)
 - b) Using examples, elaborate any five elements of communication mix that a manufacturing company could use to market its products and services. (10marks)
 - c) Companies invest a lot in marketing. As a communication student, advise them on five ways of developing an effective marketing communication. (10marks)
2.
 - a) Giving examples, illustrate five ingredients of an effective advertisement in the marketing process. (10marks)
 - b) Imagine that you are a PRO, give five factors that would guide you in selecting an advertising agency for your company's advertising campaign. (5marks)
3.
 - a) Every organization has a unique selling point. Explain how Karatina University could use specific features of its corporate image for its marketing strategy. (10marks)
 - b) Explore factors that the marketing team of an organization should consider when deciding the image to be projected in a marketing campaign. (5marks)
4.
 - a) Giving examples, discuss five factors that a company should consider when selecting an advertising agency for its marketing communication campaign. (10marks)
 - b) Marketing communication goals are difficult to achieve. Elaborate on any five challenges organizations face in the application of their communication goals. (5marks)
- 5.a) Explain the meaning of the following theories as used in marketing communication and demonstrate how they are applied: (15marks)
 - (i) Analysis Paralysis Theory
 - (ii) Consistency Theory

(iii) Elaboration of Likelihood Theory

(iv) Reciprocity Theory

(v) Mere Exposure Theory.

6. a) As the PRO of your company, advise your marketing division on ethical issues they should consider for efficient brand management. (10marks)

b) Describe five steps that a company should follow in building brand equity of its products or services. (5marks)