



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **FOUR** **SECOND SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 430

COURSE TITLE: MARKETING COMMUNICATION

EXAMINATION DURATION: 3 HOURS

DATE: 08/05/18

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has **SIX (6)** questions
- Question **ONE (1)** is **COMPULSORY**
- Choose any other **THREE (3)** questions from the remaining **FIVE (5)** questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of **TWO (2)** printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Define the following
 - i. marketing communication [2 marks]
 - ii. market exchange [2 marks]
 - iii. relational exchange [2 marks]
 - iv. marketing [2 marks]
- (b) What is cognitive dissonance [2 marks]
- (c) Describe three ways of reducing cognitive dissonance [3 marks]
- (d) Explain four types of sales force structures [4 marks]
- (e) Describe the roles of communication in exchange transactions [8 marks]

QUESTION TWO

- (a) Describe the concept of marketing intelligence [3 marks]
- (b) Discuss any three components of the marketing information system (MIS) [6 marks]
- (c) Describe three benefits of marketing research system [6 marks]

QUESTION THREE

- (a) Describe the following terms as used in marketing:
 - i. Segmentation [2 marks]
 - ii. Product positioning [3 marks]
- (b) Discuss the marketing orientations [10 marks]

QUESTION FOUR

Discuss the internal and external environment of marketing [15 marks]

QUESTION FIVE

- (a) Define service marketing [2 marks]
- (b) Describe the Porters Five forces model [5 marks]
- (c) Describe the major components of promotion mix [8 marks]

QUESTION SIX

- (a) Differentiate between pull and push strategy [4 marks]
- (b) State the roles of intermediaries [4 marks]
- (c) Describe the steps in personal selling process [7 marks]

