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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR TWO**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF PURE AND APPLIED SCIENCES**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 215**

**COURSE TITLE: PRICIPLES AND PRACTISES OF MARKETING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 25/08/2021 TIME: 09.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) 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)**

1. Differentiate direct marketing from other elements of marketing mix. (10marks)
2. Explain any five roles of marketing communication in an organization. (10marks)

**QUESTION TWO**

Describe **five** elements of the marketing communication mix. (20marks)

**QUESTION THREE**

1. Outline the advantages that an organization may experience as a result of implementing integrated marketing communication. (IMC). (10marks)
2. Outline the potential disadvantages of intergraded marketing communication (10marks)

**QUESTION FOUR**

1. Explain the main stages in product life circle (10marks)
2. Outline the benefits of branding to a consumer and organization. (10marks)

**QUESTION FIVE**

Discuss the particular features (appeals) advertisers use to pass their messages across. (20marks)