INS 215: PRICIPLES AND PRACTISES OF MARKETING COMMUNICATION

**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)