



# REFORMED CHURCH UNIVERSITY

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FACULTY OF COMMERCE  
BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING  
MARKETING COMMUNICATIONS

**HMKT 202**

**Part 2 Semester 1 Examination**

**Total Marks (100)**

Date: OCTOBER 2024

Time: 3 Hours

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## INSTRUCTIONS

- 1 This paper has *six (6)* questions
  - 2 Answer Question on *(1)* and any other *three (3)*
  - 3 Each question carries *25 marks*
  - 4 Start each question on a new page
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### **Question 1**

Assess the role of the following key concepts in marketing communications:

- |                              |           |
|------------------------------|-----------|
| (a)Segmentation              | (5 marks) |
| (b) Positioning              | (5 marks) |
| (c) Branding                 | (5 marks) |
| (d) Consumer buyer behaviour | (5 marks) |
| (e) Public relations         | (5 marks) |

### **Question 2**

Analyse how marketing communications strategies are influenced by internal and external environment (25 marks)

### **Question 3**

Examine the Marketing Communications decision-making process in an organization. (25 marks)

### **Question 4**

Discuss the 5 steps of brand naming of a product in an organization. (25 marks)

### **Question 5**

Assume that you are working in the marketing department of T & J. The company is introducing new line of fashion made of recycled cotton. Compare and contrast sales promotion and advertising. Explain which of these two types of marketing communications is more suitable to launch the new product. Justify your answer. (25 marks)

### **Question 6**

Analyze how marketing communications strategies are influenced by internal and external environment (25 marks)

**END OF PAPER**

