



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

MARKETING COMMUNICATIONS

HMKT 202

Part 2 Semester 1 Examination

Total Marks (100)

Due: 2024

Time: 3 Hours

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

Evaluate the role of integrated marketing communications in marketing programs. (25 marks)

Question 2

Assess any 5 tools of persuasion used by a marketer in an organization of your choice. (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