



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES BACHELOR OF SCIENCE IN PUBLIC RELATIONS

COURSE CODE: CPR 2201

COURSE TITLE: MARKETING FOR COMMUNICATION

DATE: 16TH APRIL, 2019

TIME: 8.30AM-10.30AM

INSTRUCTIONS TO CANDIDATES

- Question ONE is compulsory
- Answer any other TWO questions

*This paper consists of **TWO** printed pages. Please turn over*

QUESTION ONE

- a) Describe the basic model of communication (10 Marks)
- b) Describe the procedure of market segmentation. (10Marks)
- c) Explain the role of public relations in marketing. (10Marks)

QUESTION TWO

- a) Discuss the Components of the marketing communication mix (10 Marks)
- b) Discuss the role of advertising research in Marketing. (10Marks)

QUESTION THREE

- a) Explain the factors that influence effective word of mouth in marketing communication. (10 Marks)
- b) Discuss the role of opinion leaders in communication (10 Marks)

QUESTION FOUR

- a) Discuss the steps in corporate marketing (10 Marks)
- b) Discuss promotional strategies that can help change attitude towards a product. (10 Marks)

QUESTION FIVE

- a) Explain the process of changing the consumer behaviour (10 Marks)
- b) Discuss the factors that influence change of attitude towards a product or service (10 Marks)

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