



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF COMMERCE**

**COURSE CODE: BCM 4133-1  
COURSE TITLE: MARKETING  
COMMUNICATIONS**

**DATE: 5/12/ 2023**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*turnover*

*This paper consists of **three** printed pages. Please*

## **QUESTION ONE**

### **Required:**

Prepare a presentation in which you will cover

- (a) Marketing communications is a management process through which an organization engages with its various audiences. Discuss. **(6 marks)**
- (b) The promotional mix is not the marketing mix. Explain. **(4 marks)**
- (c) The agency prepared a poorly structured message and therefore it lacked the power of persuasion: explain. **(10 marks)**

## **QUESTION TWO**

You are preparing your team for the selection, planning and scheduling of media for an upcoming campaign. Prepare the presentation that you will make to them so that they can understand the concepts involved. **(10 marks)**

## **QUESTION THREE**

Discuss the difference between advertising and personal selling and their relative importance **(10 marks)**

## **QUESTION FOUR**

- (a) There are broadly five elements in a media objective statement **(5 marks)**
- (b) Describe the main characteristics of the ongoing marketing communication revolution **(5 marks)**

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