

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

JUN 2023

**PROGRAMME: BACHELOR OF COMMERCE HONOURS DEGREE MARKETING
MARKETING COMMUNICATIONS BS223**

TIME : 3 HOURS

EXAMINATIONS

INSTRUCTIONS TO CANDIDATES:

1. Answer **any four** questions.
 2. Each question carries 25 marks.
 3. Start answering each main question on a fresh page.
 4. No cell phones and programmable calculators are allowed in the Examination Room.
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QUESTION ONE

Discuss using **five** examples, discuss the importance of shock advertising as a marketing communications tool.

[25 MARKS]

QUESTION TWO

Show how social media can be used to enhance the following:

- | | |
|---------------------------------|-----|
| a) Sponsorship | (6) |
| b) Word of mouth communications | (6) |
| c) Crisis communication | (6) |
| d) Corporate reputation | (7) |

[25 MARKS]

QUESTION THREE

By way of examples illustrate any **five** advantages of using sales promotion as a marketing communications tool. [25 MARKS]

QUESTION FOUR

Briefly explain **five** common criteria that successful brands such as Adidas and Coca-Cola consist of.

[25

MARKS]

QUESTION FIVE

As the newly appointed Marketing Manager for a multinational company, you have been assigned to prepare a report outlining the advantages of standardizing the marketing messages for your brand. Prepare a report which discusses **five** reasons in support of standardizing marketing communication messages.

[25 MARKS]

QUESTION SIX

- a) Define permission marketing. (3)
- b) Explain **four** advantages of permission marketing as a marketing communications tool. (12)
- c) Illustrate the **five** levels of developing a permission marketing campaign. (10)

[25 MARKS]

The End