

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

 **JUN 2024**

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

**TIME : 3 HOURS**

**JUNE 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. Credit will be given for appropriate use of illustrative examples.
5. No cell phones and programmable calculators are allowed in the Examination Room.

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**QUESTION ONE**

In January 2022, three construction workers at B & J Construction, were injured and died while on duty as a result of the old and faulty fork lifts they were operating. Illustrate how you would manage the crisis as Chief Communications Officer.

**[25 MARKS]**

**QUESTION TWO**

Explain the following:

- |                          |     |
|--------------------------|-----|
| a) Sales framework       | (5) |
| b) Persuasion framework  | (5) |
| c) Involvement framework | (5) |
| d) Salience framework    | (5) |

**[25 MARKS]**

### **QUESTION THREE**

As the newly appointed Marketing Manager of Shop and Pay Supermarket in Bindura, prepare a report which outlines and discusses the various sales promotion techniques, for a product of your choice.

**[25 MARKS]**

### **QUESTION FOUR**

Discuss the advantages and disadvantages of using exhibitions as part of the communication mix.

**[25 MARKS]**

### **QUESTION FIVE**

Explain each of the following 5Cs of customer interface that enhance marketing communications through the website of a company.

- a) Content (5)
- b) Connection (5)
- c) Communication (5)
- d) Customization (5)
- e) Commerce (5)

**[25 MARKS]**

### **QUESTION SIX**

'A familiar view of advertising is that it is fundamentally corrupt and manipulative through use of psychological techniques'. Discuss.

**[25 MARKS]**

**\*\*\*The End\*\*\***