

SECTION A (32 marks)

Answer ALL questions in this section.

1. State **three** roles of marketing communication in a marketing oriented firm.

- (i) _____
 - (ii) _____
 - (iii) _____
- (3 marks)

2. List **four** methods that a firm may use to train its salesforce.

- (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
- (4 marks)

3. Identify **four** external publics that a firm would target through its public relations programmes.

- (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
- (4 marks)

4. List **three** tools of publicity that a firm would use in its marketing communication.

- (i) _____
 - (ii) _____
 - (iii) _____
- (3 marks)

5. State **three** items that should be included in a communication budget of a firm.

- (i) _____
 - (ii) _____
 - (iii) _____
- (3 marks)

6. Outline **three** characteristics of direct marketing communication.

- (i) _____
 - (ii) _____
 - (iii) _____
- (3 marks)

7. State **two** advantages of using free samples in a consumer sales promotion exercise.

- (i) _____
 - (ii) _____
- (2 marks)

8. List **four** types of company publications that could be used for public relations in a firm.

- (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
- (4 marks)

9. List **four** sources from which a firm would recruit its salespersons.

- (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
- (4 marks)

10. State **two** factors which may have contributed to the rapid growth of direct marketing communication in the recent past.

- (i) _____
 - (ii) _____
- (2 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Describe **six** steps that a marketing manager should follow in developing an effective marketing communication system for his firm. (9 marks)
- (b) Highlight **four** benefits that a firm would derive from using an advertising agency to execute its promotional campaigns. (8 marks)
12. (a) Explain **four** advantages that a firm derives from using telemarketing as a method of direct marketing. (8 marks)
- (b) Trade sales promotions aim at achieving certain objectives. Outline **six** such objectives. (9 marks)
13. (a) Explain **four** factors that a firm should consider in designing an advertising message. (8 marks)
- (b) Highlight **six** performance-related outcomes of a well motivated salesforce in a firm. (9 marks)
14. (a) Describe **six** tasks that the salesforce in a firm is expected to perform. (9 marks)
- (b) Explain **four** factors that a marketer should consider in selecting the type of media to use in an advertising campaign. (8 marks)
15. (a) Highlight **six** issues that a marketer should address when developing a sales promotion programme. (9 marks)
- (b) Describe **four** roles of Marketing Public Relations in an organization. (8 marks)
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