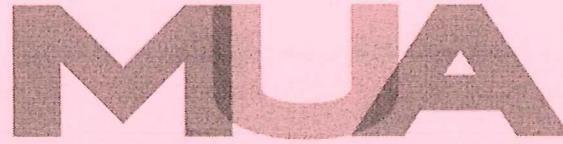


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 321: INTEGRATED MARKETING COMMUNICATION

DATE: 26TH MARCH 2025

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Company Y is a leading electronics manufacturer known for its high-quality gadgets and appliances. Despite investing heavily in advertising and promotional activities, the company has seen stagnant sales over the past few quarters. The marketing team has raised concerns that the company's communication strategies may not be effective in reaching the intended target audience or creating the desired impact. Company Y has a strong brand presence in the market, but the marketing campaigns do not seem to engage customers as expected.

The marketing team suspects that there might be several reasons behind the lack of engagement. Firstly, they believe that their current messaging may not resonate well with the target audience's evolving preferences. The company has also been primarily focusing on traditional advertising channels such as television and print, which may not be effective in reaching a younger, tech-savvy demographic. The company's social media presence is weak, and its digital marketing efforts have been fragmented and inconsistent. Moreover, there has been limited collaboration between the company's various departments, leading to a disjointed approach in communicating the brand's message.

Realizing that the marketing communication mix needs a complete overhaul, Company Y is now focusing on integrating its marketing efforts. The company is committed to ensuring that its communication strategies are more aligned with the needs of the modern consumer. They plan to revamp their entire marketing approach, shifting towards a more holistic, integrated marketing communication strategy that utilizes a blend of traditional and digital platforms, with a stronger emphasis on engaging their target audience across multiple channels.

Company Y also plans to invest in market research to better understand consumer behavior and preferences, ensuring that their messaging is more targeted and relevant. The company hopes that by aligning their communication strategy with the needs of their audience and integrating their marketing efforts, they can drive engagement, build stronger customer relationships, and ultimately boost sales performance.

Required:

- A. Identify and evaluate the potential issues with Company Y's current marketing communication mix that may be contributing to stagnant sales. (10 Marks)
- B. Propose an integrated marketing communication strategy that could enhance Company Y's brand visibility and engagement with its target audience. (10 Marks)
- C. Discuss the importance of research in informing marketing communication planning. How can Company Y leverage research to support its new communication strategy? (5 Marks)

QUESTION TWO

- A. Explain the models of communication process that are relevant to marketing communication. Describe one in detail. (5 Marks)
- B. Discuss the effects of personal influences on the process of communication. How can marketers use this insight to create effective marketing messages? (5 Marks)
- C. Analyze the different approaches to communication that are relevant to marketing. Provide examples of each. (5 Marks)

QUESTION THREE

- A. Describe the consumer decision making process. What factors influence this process, and how can marketers use this knowledge to create effective marketing strategies? (5 Marks)
- B. Discuss the involvement theory and its relevance to marketing communication. How can marketers use this theory to create engaging marketing messages? (5 Marks)
- C. Explain the organizational buying decision process. What factors influence this process, and how can marketers use this knowledge to create effective business-to-business marketing strategies? (5 Marks)

QUESTION FOUR

- A. Describe the organization strategy and its relationship* with the communication strategy. How can marketers create an effective organization strategy to support their communication goals? (5 Marks)
- B. Discuss the importance of target marketing in creating effective marketing communication strategies. What are the key considerations in target marketing? (5 Marks)
- C. Explain social value groups and their relevance to marketing communication. How can marketers use this concept to create targeted marketing messages? (5 Marks)

QUESTION FIVE

- A. Describe the elements of the marketing communication mix. What are the key considerations in creating an effective marketing mix? (5 Marks)
- B. Discuss the importance of integrated marketing communication in achieving marketing goals. What are the key benefits of integrated marketing communication? (5 Marks)
- C. Explain sponsorship as a marketing communication strategy. What are the key considerations in using sponsorship to achieve marketing goals? (5 Marks)

QUESTION SIX

- A. Describe the key steps in campaign planning. What is the role of research in this process? (7 Marks)
- B. Discuss the importance of budgeting in campaign planning. What are the key considerations in allocating a budget for marketing campaigns? (8 Marks)