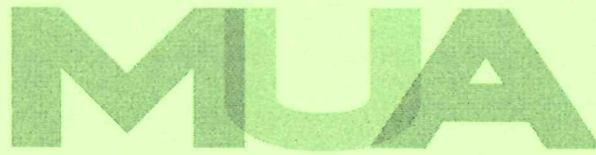


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND  
LEADERSHIP/BACHELOR OF COMMERCE

MKT 401: MARKETING COMMUNICATION STRATEGY

DATE: 6<sup>TH</sup> AUGUST 2024

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:

**MARKETING COMMUNICATION -TINDI-DAM**

Tindi-Dam is one of the largest restaurant chains under the Yum! Brands portfolio. It has a couple of other brands that fall under its ambit. The Mexican-cuisine inspired fast-food chain operates with over 6,650 restaurant chains and rings in 46 million customers a week. Among the chains under the Yum! Brands portfolio, it was the most profitable. They had great advertising campaigns like the "Tindi Drum" campaign that starred a Chihuahua with an attitude who grew into a pop-culture icon. The ads created the highest advertising awareness for the chain and positioned Tindi-Dam as a cool place to eat. However, the company's marketing approach changed after the recession. By 2011 the company was coming off its 3-year slump when the marketers decided to change things up.

The company's advertising agency designed an integrated marketing campaign to position TD as a multicultural experience of food. The company launched a new campaign slogan, 'Live Más' (más is Spanish for 'more'), to make the brand attractive and relevant to young, and cross-cultural consumers. The company rolled out new products and an upscale menu to penetrate the market of health-conscious customers. A huge buzz was created by the integrated marketing campaign effort and they consequently posted an 8% increase in sales. The Integrated Marketing Communication Activities included: A commercial based on a YouTube video of a customer who drove 900 miles to try the Tindi foods .

A montage of Instagram posts in which customers were trying the Tindi foods for the first time. Influencers were identified among the fans and were invited to try the food which motivated them to spread the word about the experience through their social media channels. The company launched a 60-second Super Bown Ad on the Live Mas theme featuring a bunch of senior citizens sneaking out of their retirement home to party. After a long night of crazy pursuits, they finish at Tindi for a bite before heading back. This ad received a lot of attention on social media and drove a lot of traffic towards the brand. Also the company's Mobile Ordering and Payment App was launched. They tested platforms such as Periscope to live stream launch of

a new product to catch the attention of Generation Z. Tindi has now started the Tindi Dam Live Mas Scholarship supports innovators, creators, and dreamers who want to make a difference in the world. Tindi Dam's Marketing Communication Channels include: Social Media, Television , Advertising at high profile events , Influencer marketing etc. They combed through their social media feeds to find user-generated content that they broadcasted on their TV spots. It seamlessly integrated two channels which were until then believed to be incompatible.

**Required:**

- a) Discuss the concept of integrated marketing communications as used by Tindi-Dam and explain how the elements were combined to create positive results. (10 Marks)
- b) Evaluate the role of marketing communications in building a strong brand as demonstrated in the Tindi Case. (7 Marks)
- c) Advise the company on ways by which unethical advertisements can be checked while highlighting the social benefits of advertisements also. (8 Marks)

**QUESTION TWO**

- a) Evaluate how personal factors can influence purchase decisions by consumers even though the brand claims may have not been tested by the consumer. (6 Marks)
- b) Discuss which factors to consider when choosing the message to be transmitted to customers during marketing communications. (9 marks)

**QUESTION THREE**

- a) Markets need to be segmented in order to target communications with specific messages. Discuss the basic requirements for a market to qualify to be a segment. (5 Marks)
- b) Examine the role of marketing communications at every stage of the consumer buying process (10 marks)

#### QUESTION FOUR

- a) Discuss how you may apply the pre-test and post-test methods to know the effectiveness of an advertisement. **(7 Marks)**
- b) Discuss how the AIDA model is used by marketing communications to reach out to consumers at the right time in the right place. **(8 Marks)**

#### QUESTION FIVE

- a) Explain how the sender and the receiver related barriers may be avoided during marketing communications **(9 Marks)**
- b) Examine the advantages and disadvantages of using Public relations tool in marketing communications, and then state when it is appropriate to use it. **(6 Marks)**

#### QUESTION SIX

- a) You have been asked to develop a budget for promotional activities to be run in the next month. Explain the different ways you may use to approach the budgeting process **(10 marks)**
- b) Discuss the role of marketing communications in positioning a product. **(5 Marks)**