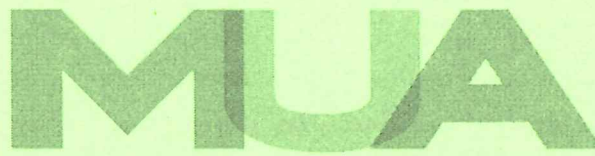


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE

MKT 301/MKT 324 : ADVERTISING MANAGEMENT

DATE: 5TH 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:

A CASE STUDY OF CHUI

Internal/external integration: Internal departments and external agencies work in synergy according to an agreed plan CHUI's advertising agency since 2000. All previous campaigns were also handled by same agency. Although not much evidences about the extent of coordination of CHUI and it's agency are provided in the case but because of this long period of relationship; mutual trust and understanding between both can be expected. Financial integration: efficient utilization of budget ensuring long-term investment optimization. Not sufficient information is provided in the case about budget allocation of "advertising" campaign. Also, CHUI used celebrities in its advertisement in order to emotional connect the public. Celebrities from different field expressed how product makes their lives easy. The identification of young people with celebrities encouraged the sales and reinforced customer loyalty. The brand value of CHUI increased 21% after the campaign.

The celebrities enable the message to stand out among the clutter and noise that typify many markets. This concept was used by CHUI to persuade the sales and making the product more attractive to the target public through association with TV channel. However, adverts there are two main issues about the use of celebrities on campaigns. The first one is if the celebrity fit in the image of the brand and if they will be acceptable by the target audience. The other is that the public may remember the celebrity, but not the brand. The use of celebrities and the creation of a realty show on the campaign influenced the consumer behaviors as it motivate them to buy.

There are several factors that can persuade a purchase such as personal, psychological and social influence and describe motive as energy giving a person's activities towards satisfying a need or where achieving a goal. The advertising may influence consumer to buy items they may not need. The consumer buying decision process has five stages: problem recognition, information search, evaluation of

alternatives, purchase and post-purchase evaluation. CHUI created awareness to young people by offering its product as extension of person life. The 'buzz' generated by launching first videos on the internet and after in TV made consumer looking for more Knowledge about the product. However, the main goal of this campaign was to interact with consumers, which could be helpful in the post-purchase evaluation phase as customers could trust that CHUI would be there if they need anything.

The purpose of advertising is not to build a brand, but to defend a brand once the brand has been built by other means, primarily public relation. A PR plan could identify and evaluate the organization viability and reputation, where a mutual beneficial relationship between company and consumer could be build. The lack of market research and planning were the main problem of CHUI. By realizing a SWOT analysis, the company could have set clear objectives and develop a marketing and communication targets that would be the foundation for a nine steps strategic public relation plan. This plan would be beneficial to CHUI as company goal would be based on research and evaluation. Also, it would allow the CHUI to monitor the competitor as a point of reference.

Required:

- a) Using the case study, evaluate four reasons of engaging celebrity in an advertising campaign (6 Marks)
- b) From the case, highlight four disadvantages of using Television in an advertising campaign (8 marks)
- c) List three public relations (PR) tools that could be adopted CHUI (3 Marks)
- d) Highlight any four benefits of advertising (8 Marks)

QUESTION TWO

- a) Discuss four features of a small budget advertising programme (8 marks)
- b) Highlight three areas affected by technology in advertising (7 marks)

QUESTION THREE

- a) Highlight the five advantages of magazine advertising (10 Marks)
- b) Assess five advantages of Radio advertising (5 marks)

QUESTION FOUR

- a) Explain any four ways of evaluating the performance of an advertising programme (8 marks)
- b) Highlight five main methods of agency payment (7 marks)

QUESTION FIVE

- a) Examine four advertising budget approaches (8 marks)
- b) Discuss four stages hierarchical model of the communication process as advocated by Colley (7marks)

QUESTION SIX

- a) Describe the five phases of integrated marketing communication process (10 Marks)
- b) List five factors that can determine advertising budget allocation by the company (5 marks)