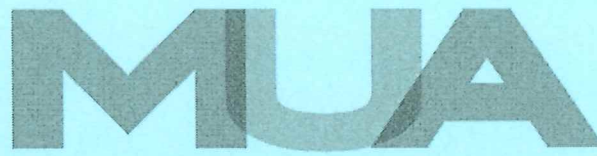


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP**

**MKT 401:     MARKETING COMMUNICATION STRATEGY**

**DATE:        18<sup>TH</sup> DECEMBER 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:

**THE BIG CLAW TURNAROUND**

The first step was to make the new enrolment materials brand-centric, focused on the distinguishing characteristics identified in the branding process. The Turnaround team understood that materials had to be tailored to readers, many of whom were students and parents. Writing style, quantity of copy, and design elements such as typeface and column width were all taken into account. In addition to brand messaging, the new view-book features stunning photography and success stories, while information on particular topics was saved for separate info sheets. Turnaround developed a new logo for the school during this process—one that would be versatile and clean—instead of the school seal they were using previously.

Big Claw's very capable web manager worked closely with Turnaround who helped oversee the website redesign and wrote the copy for most of the landing pages. The school also asked Turnaround to assist with the development of a page hierarchy and brand-centric writing. On the homepage, a rotating series of photos trumpet the brand messages, which are reinforced on interior pages.

Turnaround strongly encouraged Head of School Rogers to hire a full-time marketing person to support in personal marketing and oversee the brand implementation, an advice that at first he thought was "a crazy suggestion." But since the Associate Director for Marketing, Communications, and Branding was hired to shepherd the brand, Rogers now says "it was a very, very good move that has easily paid for itself." Perhaps the most gratifying, and effective, result of the process is the Big Claw community's embrace of the brand. "Big Claw United" has entered the community's lexicon along with the other brand messages, and the brand is working for Big Claw because Big Claw is working for the brand.

In the ensuing months, Big Claw started to use one of the brand messages as a hash tag and #Big Claw united became the rallying cry for the Big Claw community, even coming to life on an enamel pin.

**Required:**

- a) Discuss the various marketing communication objectives Big Claw was addressing in their activities outlined in the case study. (6 marks)
- b) From the case examine the applicability of any five Marketing Communication Tools to the success of Big Claw. (10 Marks)
- c) Discuss how segmenting Big Claw Market will benefit the marketing communication Process strategy (5 Marks)
- d) Highlight any four examples of unethical advertisements for Big Claw (4 Marks)

### QUESTION TWO

- a) Identify and discuss how the five main modes of marketing communications has been used by Best Friends company to its advantage. (10 Marks)
- b) Explain the steps a company may take to stimulate personal influence channels to work on their behalf (5 Marks)

### QUESTION THREE

- a) Evaluate the four main ways a company may use in deciding its promotion budget (8 Marks)
- b) Discuss the marketer's role in each of the steps in the communication process. (7 marks)

### QUESTION FOUR

- a) Identify and discuss any three media factors which influence the consumer buying behavior. (6 marks)
- b) Explain why manufacturers spend a lot of money on trade promotions (2 Marks)
- c) When using agency in advertising campaigns there are several departments within an agency that you deal with. Identify the department and explain their roles (7 marks)

**QUESTION FIVE**

- a) In targeting the company's consumer markets with communication mix it is important that the company segments the market. Discuss the requirements for effective segmentation **(5 Marks)**
- b) Discuss how the various sources of attitude formation in your customers can be influenced by marketing communication **(5 Marks)**
- c) The response hierarchy models are used to prioritize the sequential mental stages which consumers can undergo before buying the product. The models make use of three communication objectives. Discuss **(5 Marks)**

**QUESTION SIX**

- a) Explain the four stages in client -agency relationship. **(8 marks)**
- b) Consistent branding and messaging to an internal audience can have notable impacts on the workplace. Discuss ways internal communications can positively impact your organization. **(5 marks)**
- c) Direct Marketing is one of the key elements of the marketing communication mix. Explain its advantages **(2 marks)**