



“Investing in Africa’s future”

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE
(CBPLG)**

MKT 303: PROMOTIONS AND ADVERTISING

FINAL EXAMINATIONS

NOVEMBER 2019

LECTURER: MR T. NEMAUNGA

DURATION: 3 HRS

INSTRUCTIONS

Answer any THREE QUESTIONS

Start each question on a new page in your answer sheet

The marks allocated to **each** question are shown at the end of the section.

Credit will be awarded for logical, systematic and neat presentations.

Instructions

Answer **any** **THREE** Questions

1) Answer the following:

- a) What is Neuromarketing? [2]
- b) In detail, describe the personal selling process or steps of a sell, explaining what is involved at each step? [18]

2) Answer the following:

To successfully persuade a customer to buy a product or service requires a full understanding of the Information processing model, on the part of the marketer. What is the information processing model? In greater detail explain the Information processing Model, highlighting what marketers can do to facilitate each and every stage of the process? [20]

3) Answer the following:

Identify the advantages and disadvantages of the following tools of promotion:

- i. Personal selling [7]
- ii. Advertising [7]
- iii. Sales promotion [6]

4) Answer the following:

- a) You have been asked by your manager to plan the sales promotional strategy of a new organization. Discuss the steps one goes through when planning the sales promotional strategy? [10]
- b) What is personal selling? Identify situations or conditions where personal selling is the best promotional tool to use to sell products? [8]
- c) What is customer sovereignty? [2]

5) Answer the following:

According to, Engel, Warsaw, Kinnear (1994), communication is the transactional process between two or more parties whereby meaning is exchanged through the intentional use of symbols. In detail, explain the communication process, explaining why understanding the communication process is important to a promoter? [20]

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