



**AFRICA
UNIVERSITY**

(A United Methodist-Related Institution)

“Investing in Africa’s Future”

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MKT 303 - PROMOTIONS AND ADVERTISING

SEMESTER 1: FINAL EXAMINATION NOVEMBER 2013 (Parallel)

LECTURER: MR. T NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

Answer **any THREE** questions.

Start **each** question on a new page in your answer booklet.

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) Wegner (2000) argues that the impact of a persuasive message depends on the completion of a series of stages of the Information Processing model. In greater detail identify and explain tactics that can be used by a marketer, in the first place, to draw the attention of the audience? i.e. to facilitate exposure? [20]
- 2) 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]
- 3) Answer the following:
 - a) Sales Promotion is a short-term incentive to encourage the purchase or sale of a product or service. Briefly explain the following TWO (2) consumer promotion techniques used by marketers to increase the sales of their product.
 - i. Sampling [6]
 - ii. Coupons [6]
 - b) Briefly explain the information processing model? [8]
- 4) Answer the following:
 - a) What is a Push sales promotion technique? Identify any four objectives of a trade sales promotion? [8]
 - b) You have been identified as the best candidate for a new post within the sales promotion department. Identify and explain any 10 techniques that can be used in a pull sales promotion. [12]
- 5) Answer the following:
 - a) With regards to promotions and advertising, briefly explain the following concepts:

- i. Language of time [2]
 - ii. Language of space [2]
 - iii. Language of kinetics [1]
 - iv. Language of artifacts [2]
 - v. Empathy [1]
 - vi. Psychology of colour [2]
- b) To increase the chances of a promotional effort being successful, identify and explain factors under The Social Environment that a promoter should consider before developing a promotional effort? [10]

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