



**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 2016**

**LECTURER: MR. T NEMAUNGA**

**TIME: 3 HOURS**

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### ***INSTRUCTIONS***

Answer **ANY three** questions.

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

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

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

### INSTRUCTIONS:

Answer any **THREE** questions:

- 1) You have just started your new business of producing jewelry (i.e. necklaces, bracelets, earrings, rings, etc). As a new business you are relying so much on personal selling to promote your products. In detail, describe the personal selling process, explaining what is involved at each step? [20]
  
- 2) Answer the following:
  - a) What is direct marketing? [2]
  - b) Why is the database so important to direct marketing? [3]
  - c) In detail describe the differences that exist between direct marketing and general marketing? [15]
  
- 3) Advertising has become a very popular tool of promotion in the 21<sup>st</sup> century. You have been hired as a consultant, by Google, to develop an advertising program for them. In detail, describe the steps required (or followed) in the development of an Advertising program? [20]
  
- 4) Answer the following:
  - a) You have been hired, as an intern, by Econet Zimbabwe to promote their new products. Identify and describe the different modes of communication that can be used to promote products? [10]
  - b) The marketing communications mix is made up of a number of modes of communication. In detail, In detail, describe the advantages and disadvantages of any four modes of communication [10]
  
- 5) Kotler, (2013), argues that the promotion mix is important in influencing consumers to purchase goods or services. In detail, describe the Consumer buying process, explaining how promoters can take advantage of each and every step in the process to try and influence consumer purchasing? [20]

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