



FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MKT 303 – PROMOTIONS AND ADVERTISING

SEMESTER 1: FINAL EXAMINATION DECEMBER 2014

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. Answer the following:
 - a) 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]
 - b) Assume that a teenager cannot remember seeing adverts for any brand of perfume other than her preferred brand, even though she has finished paging through a consumer magazine with competitive adverts, one of which was a two-page, four-color spread. How can you explain her response? [3]
 - c) With regards to promotions and advertising, what is manipulation? [2]

2. Answer the following:
 - a) What is advertising? [2]
 - b) Identify any six advantages of using advertising as a tool of promotion? [3]
 - c) Your organization is planning to use advertising as a tool of promotion for their products. In detail explain what is involved when developing an advertising program? [20]

3. 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? [20]

4. Answer the following:
 - a) What do we mean when we say communication is, “a transaction”, “it’s intentional” and “it’s symbolic”, in nature? [3]
 - b) Discuss the objectives of a communication effort? [16]
 - c) There are five basic requirements for a good objective. Discuss? [6]

5. Answer the following:
 - a) In detail, describe the three levels of a product/ service, giving examples of each?[9]
 - b) Suppose you have been hired to use couponing as a technique of a sales promotion, identify and explain the possible ways of distributing your coupons? [6]
 - c) Draw a diagram of the mass communication process and then explain how a marketer can reduce the “broken telephone” concept? [10]

-End of Paper -