



Investing in Africa's Future

COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES

NMKT 303: PROMOTIONS AND ADVERTISING

END OF SEMESTER EXAMINATIONS

APRIL 2026

LECTURER: MR T. NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

1. This paper contains **five** questions.
2. Answer **three** questions.
3. Answer question **1** in section A and any other **two** questions from section B.
4. Start each question on a new page.

SECTION A (COMPULSORY)

1. Answer the following questions:

- a) Kotler (2024) 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 influence consumer purchasing. [25]
- b) Draw a detailed diagram illustrating the mass communication process. [7]
- c) Kotler (2024) argues that it is important for promoters to appreciate the importance of the product life-cycle when promoting their products and services. Draw a detailed diagram illustrating the product life-cycle. [8]

SECTION B (ANSWER ANY TWO QUESTIONS)

2) Answer the following:

- a) Advertising is the communication function of marketing. Engel et al (2022) argue that the study of promotion and advertising will not be complete without an understanding of the communication process. With the aid of a diagram, in detail, describe the communication process. [20]
 - b) What is direct marketing? Identify five advantages associated with direct marketing. [10]
- 3) Personal selling is often viewed as the best promotional strategy. This is because it acknowledges individual differences within the target market. Suppose you have been asked by your manager to promote a new product through personal selling. Explain the personal selling process. [30]
- 4) 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. In detail, explain the Information Processing Model, highlighting what marketers can do to facilitate each stage of the process. [30]

5) Answer the following:

- a) With the aid of a diagram, explain the steps a promoter takes when planning a promotional strategy. [25]
- b) Identify and explain any two advantages and disadvantages of using sponsorship as a tool for promotion. [5]

END OF EXAMINATION