



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF **CO-OPERATIVE BUSINESS
(YR IV SEM I)**

UNIT CODE: BMKT 3207

UNIT TITLE: MARKETING COMMUNICATION STRATEGY

DATE: FRIDAY, 16TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- (a) Explain three objectives of marketing communications **(9marks)**
- (b) Explain four advantages of personal selling in marketing communications **(8marks)**
- (c) Examine four techniques of formulating a communication budget for your organization **(8marks)**

QUESTION TWO

- (a) Briefly Explain three forms of advertising **(6 marks)**
- (b) Elaborate three ways of how a sender can be a barrier to effective marketing communication **(9marks)**

QUESTION THREE

Enumerate the advantages of the followings means of marketing communications

- i. Advertising **(5marks)**
- ii. Sales promotions **(5marks)**
- iii. Publicity and public relations **(5marks)**

QUESTION FOUR

- (a) Briefly Explain the importance of feedback in marketing communications **(6 marks)**
- (b) Elaborate three ways of how a receiver can be a barrier to effective marketing communication **(9marks)**

QUESTION FIVE

- (a) Briefly Explain three stages in communications cycle **(6 marks)**
- (b) Highlight the seven Cs of effective marketing communication **(9marks)**

