



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA202
COURSE TITLE : INTEGRATED MARKETING COMMUNICATIONS
DURATION : 3 Hours
DATE : 18 AUG 2021

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- (a) What is data base marketing? (5 marks)
- (b) How do marketers use data bases to meet the needs of their customers? (20 marks)

(Total 25 marks)

Question 2

Describe integrated marketing communications and its characteristics. (Total 25 marks)

Question 3

- (a) What is meant by the term advertising? (5 marks)
- (b) What are the major characteristics of the advertising communications? (20 marks)

(Total 25 marks)

Question 4

The personal selling function is very popular in some business organizations like funeral service providers, yet it is not usually the case especially with small business organizations which are still growing. Discuss the reasons underlying this observation.

Question 5

- (a) What is direct marketing? (5 marks)
- (b) Describe the major types of direct marketing (10 marks)
- (c) Explain the disadvantages and advantages of direct marketing (10 marks)

(Total 25 marks)

END OF PAPER