



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA202

COURSE TITLE : INTEGRATED MARKETING COMMUNICATION

DURATION : 3 Hours

LEVEL : 2.1

DATE :

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [25 MARKS]

QUESTION ONE

Briefly explain the following terms.

- a. Advertising (5 marks)
- b. Personal selling (5 marks)
- c. Public relations (5 marks)
- d. Sales promotions (5 marks)
- e. Direct marketing (5 marks)

[25 Marks]

QUESTION TWO

Discuss the hierarchy of effects model as applicable in marketing communication.

[25 Marks]

QUESTION THREE

Explain four characteristics of an Integrated Marketing Communication an organisation with examples.

[25 Marks]

QUESTION FOUR

Briefly discuss each stage in the Integrated Marketing Communication planning process.

[25 Marks]

QUESTION FIVE

Explain four psychological testing techniques that can be used in measuring advertising effectiveness.

[25 Marks]