



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
DATE : 31 May 2019

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 []

Question 1

Analyse any five (5) major promotion mix tools.

(25 marks)

Question 2

Outline the communication process and the steps in developing effective marketing communications.

(25 marks)

Question 3

Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.

(25 marks)

Question 4

What are the steps in developing effective marketing communications?

(25 marks)

Question 5

What gave rise to the need to integrate communications?

(25 marks)