

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: INTEGRATED MARKETING COMMUNICATIONS

COURSE CODE: CMA 202

DURATION: 3 HOURS 13 JUNE 2018

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

END OF PAPER

QUESTION 1

- a) Explain the differences between the traditional promotional mix and the integrated marketing communications approach. (5 marks)
 - b) Discuss in detail FIVE features of an integrated marketing communications strategy. (10 marks)
 - c) Examine the key elements for running a successful sales promotion campaign. (10 marks)
- (Total 25 marks)

QUESTION 2

Zodiac TV is a new satellite and broadcasting network that has joined industry players such as DSTV and Kwese TV. Zodiac TV wants to develop an advertising campaign focused at the African market. Prepare a creative brief for the execution of the campaign. (25 marks)

(Total 25 marks)

QUESTION 3

- a) With reference to any of the IMC mix elements discuss how a marketing communicator can reduce noise when communicating a product message to a customer? (10 marks)
 - b) Examine in depth how integrated marketing communications can build brands. (15 marks)
- (Total 25 marks)

QUESTION 4

Online marketing is a new phenomenon that organizations are experimenting with to access target audiences. Critically evaluate how online marketing is an effective medium for ensuring customer engagement for a brand. Give relevant examples. (25 marks)

(Total 25 marks)

QUESTION 5

The development of a cohesive and integrated marketing communications plan demands the adoption of a systematic process to ensure that the objectives of the organization are achieved. Citing practical examples discuss the steps in the development of an integrated communications plan. (25 marks)

(Total 25 marks)

END OF PAPER