

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF MARKETING AND ACCOUNTING

COURSE: INTEGRATED MARKETING COMMUNICATIONS

COURSE CODE: CMA 202

DURATION: 3 HOURS

4 DECEMBER 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

QUESTION 1

Personal selling is more effective than advertising but may be less efficient. Explain. (25 marks)

(Total 25 marks)

QUESTION 2

- a) Explain the implications of the communication information process model within the integrated marketing communications framework. (15 marks)
- b) Evaluate how technology has impacted on the development of integrated marketing communications strategy. (10 marks)

(Total 25 marks)

QUESTION 3

Setting relevant goals and objectives is critical to the success of integrated marketing communications. Discuss the factors that organizations need to take into account when going through this process. (25 marks)

(Total 25 marks)

QUESTION 4

Write Short notes on the following integrated marketing communication principles;

- a) Target audience (5)
- b) Campaign message (5)
- c) Creative brief (5)
- d) Media planning (5)
- e) Budget setting (5)

(Total 25 marks)

QUESTION 5

It is important to ensure that marketing communications program are regulated and controlled to protect consumers. Discuss. (25 marks)

(Total 25 marks)

END OF PAPER