

ZIMBABWE EZEKIEL GUTI UNIVERSITY



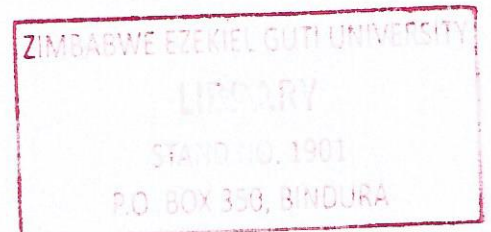
DEPARTMENT OF BUSINESS STUDIES

COURSE: INTEGRATED MARKETING COMMUNICATIONS

COURSE CODE: CMA 202

DURATION: 3 HOURS

DATE 21 JUNE 2017



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 One

- a) What do you understand by Integrated Marketing Communications? *(5 marks)*
b) Discuss the **four** roles of advertising. *(21 marks)*

(Total: 25 marks)

Question Two

- a) Write short notes on the following:
- i. Reach *(5 marks)*
 - ii. Product Placements *(5 marks)*
 - iii. Pioneering advertising *(5 marks)*
- b) State and explain the advantages and disadvantages of interactive marketing. *(10 marks)*

(Total: 25 marks)

Question Three

- a) Explain the roles of Marketing Public Relations (MPR) in Integrated Marketing Communications. *(12 marks)*
b) Describe the benefits of Direct Marketing? *(13 marks)*

(Total: 25 marks)

Question Four

Discuss the **six** steps of the selling process. *(25 marks)*

Question Five

Discuss how the components of the package communications studied in Integrated Marketing Communications are coordinated harmoniously to communicate a sum of meanings to the consumer.

(25 marks)

*****End of Paper*****