

University of Swaziland
Faculty of Commerce
Department of Business Administration

Main Examination 2018

Course Code: Bus 322

Course Title: Marketing Communication

Degree & Year: B.Com/Year 2

Time Allowed: Three(3) Hours

Instructions:

- 1) The paper consist of two sections A
and B
- 2) Section A is compulsory
- 3) Answer any three questions from
Section B

Section A [Compulsory]

CHARLES YEYE (PTY) PREDICAMENT

Charles Yeye (Pty) Swaziland, a newly registered manufacturing concern, wants to specialize in the manufacture/production of broad range of fruit juices. It has procured equipments from Germany for this purpose before it sought the advice of a consulting firm on how to go about producing and marketing the product to be able to stay competitive in the already saturated juice manufacturing industry. Consultants advised that Charles Yeye should switch from juice manufacturing to another field. Management of Charles Yeye felt uncomfortable with this because it has assembled and test-run the equipments in the production line successfully.

The consultants were concerned about competitors and how Charles Yeye will have its own share of the market.

Question ONE

As a newly contracted marketing consultant with bias for integrated marketing communication, advice the organization on the way forward. 40MARKS

Section B

Answer any three (3) questions from this section

QUESTION TWO

- a) What is integrated marketing communication
- b) With the use of the promotional mix elements explain the workability of integrated marketing communication.

20MARKS

QUESTION THREE

- a) Identify and explain major types of signage known to you
- b) What are the characteristics of these types of signage?
- c) What does point of purchase (POP) attempt to achieve?

20MARKS

QUESTION FOUR

- a) What is advertising? What are the major types of advertising?
- b) Identify and explain the functions of advertising?

20MARKS

QUESTION FIVE

- a) State the steps involved in quantitative message research 10MARKS
- b) Briefly explain the market research measures. 10MARKS