

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
NOVEMBER / DECEMBER 2019

TITLE OF PAPER : FOUNDATION OF MARKETING COMMUNICATION

COURSE CODE : BUS 321 /BA 320 /BA 526

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

1. THIS PAPER CONSIST OF TWO SECTIONS A & B.
2. SECTION A IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.

NOTE:

MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AND FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE

SECTION A

THE EMIRATES

The Emirates started with two leased aircrafts in 1985 and have never looked back since then. The airline company currently operates 265 aircrafts to over 155 destinations. Emirates integrated marketing communication approaches include:

Traditional media- which includes Emirates commercial and print advertisements in significant media which highlights the airlines new products, flying routes and aircraft, it also sponsor a bunch of sports events like soccer, horse racing and tennis. In addition to that it has signed a sponsorships deal with large football clubs like Arsenal. It's presence in the Asian football confederation has also ensured a high level of visibility across Asia.

Emirates airline publishes two in-flight magazines to reach its customers. A brilliant in-flight entertainment system allows the airline to publicise its latest offers, partners and services. Furthermore, the company's official retail website enables customers to purchase branded merchandise.

The airline is adopting a sustainable environmental strategy to protect natural resources and reduce air pollution. Being a step ahead and ensuring that their fleet is up-to-date with the latest, most fuel efficient aircraft.

Question 1

Identify the various communication channels used by Emirates airline. [20 marks]

Question 2

What is the impact of the identified communication tools? [20 marks]

SECTION B

Question 3

- a) What is integrated marketing communication? [5 marks]
- b) Explain the key features of Integrated Marketing Communication. [15 marks]

Question 4

- a) Comprehensively define the concept “**Brand**”. [5 marks]
- b) Identify and briefly explain ways in which brand equity can be enhanced. [15 marks]

Question 5

- a) What is ethics in marketing? [5 marks]
- b) In what ways have marcom mix ethically affected consumers. [15 marks]

Question 6

- a) State the basic need for market targeting? [5 marks]
- b) Clearly explain the basic consumer characteristics that influence what consumers consume and how they respond to marketing communication? [15 marks]

Question 7

- a) What is brand positioning? [4 marks]
- b) Identify and explain the benefits of positioning in Marcom. [8 marks]
- c) List the stages involved in the consumer processing model (C.P.M). [8 marks]

Question 8

- a) What are the requirements for setting suitable Marcom objectives? [14 marks]
- b) Conceptually relate the thesis, antithesis and synthesis views of objectives setting in marketing communication. [6 marks]