

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
RE-SIT EXAMINATION PAPER

JANUARY 2020

TITLE OF PAPER : FOUNDATION OF MARKETING COMMUNICATION

COURSE CODE : BUS 321 /BA 320 /BA 526

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER ANY 5 QUESTIONS**
- 2. ALL QUESTIONS CARRY EQUAL MARKS**

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

Question 1

- a) Identify and briefly explain the various tools used to carry out integrated marketing communications? [12 marks]
- b) Why do we integrate communication as marketing managers? [8 marks]

Question 2

- a) How can a company enhance brand equity? [10 marks]
- b) Explain the reasons why it is difficult to measure Marcom effectiveness. [10 marks]

Question 3

Critically explain the ethical issues as they affect marketing communication? [20 marks]

Question 4

Discuss in full the various areas of consumer characteristics that can be used for effective targeting by marketing manager. [20 marks]

Question 5

- a) What is brand positioning? [2 marks]
- b) What benefits can be adduced to brand positioning? [8 marks]
- c) List the stages involved in consumer information processing? [10 marks]

Question 6

- a) Identify and explain the requirements for setting suitable Marcom objectives. [10 marks]
- b) What are the methods of budgeting for Marcom expenditure? [10 marks]