



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**THIRD YEAR, SECOND/FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

**SPECIAL EXAMINATION**

14<sup>th</sup> August, 2024  
11.30am – 1.30pm

**KBA 2324 MANAGING MARKETING COMMUNICATIONS**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

The concept of exchange transactions is seen by many commentators as underpinning the marketing concept. Of the different types of exchange, market and relational are the two that can be observed most often in industrial societies. Marketing communications have various roles to play in the context of both these types of exchange, but as will be seen later in this text, there is a strong movement away from the reliance on market exchanges to the longer-term perspective that relational exchanges enjoy, and to the development of partnerships. This approach is referred to as 'relationship marketing', and it is here that changes in the use and deployment of marketing communications can be best observed. Marketing communications is an audience-centred activity and uses five traditional elements of the promotional mix: advertising, sales promotion, public relations, direct marketing, and personal selling. Each has its strengths and weaknesses, and these tools are now beginning to be used in different ways to develop relationships with customers, whether they be consumers or organisational buyers. An example of these changes is the use of the Internet, a communication medium that has grown rapidly since the mid-1990s and is threatening to reconfigure the way both marketing and marketing communications are practised. Marketing communications have an important role to play in communicating and promoting products and services not only to consumers but also to the business-to-business sector and to other organisations representing differing stakeholders. The development of partnerships between brands and consumers, and between organisations within distribution channels or networks, is an important perspective of marketing communications. Communications in this context will be an important part of this text. Finally, marketing communications can be seen as a series of episodes that occur within a particular set of circumstances or contexts. Marketing managers need to be able to identify principal characteristics of the context they are faced with and contribute to the context with a suitable promotional programme.

- a) Highlight the ways in which the key elements of the promotional mix are used to develop relationship with customers in today's market (6 marks)
- b) Describe the importance of marketing communication in business to business sector (6 marks)
- c) Describe the role of marketing managers in contemporary firms (6 marks)
- d) Propose the benefit of developing a suitable promotional programme when planning for a marketing promotion (6 marks)
- e) Identify the role of marketing communication in the development of partnerships between brands and consumers, and between organisations within distribution channels or networks. (6 marks)

### **QUESTION TWO (20 MARKS)**

- a) For marketers to possess an effective way of communication in marketing they must apply four distinct characteristics in their language. Explain Five characteristics of effective messages in business communication (10 marks)
- b) The promotional mix is the total marketing communications program of the organization consisting of a specific combination or blend of promotional tools used to reach the target market for a given product or brand. Discuss the various promotion mix markets can adopt. (10 Marks)

### **QUESTION THREE (20 MARKS)**

- a) Marketing Strategies are normally devised to make use of opinion leaders in the promotion of a product. Discuss the process of using opinion leadership. (10 Marks)
- b) Examine the functions of Public Relations in Managing Marketing communications. (10 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Elaborate the Integrated Marketing Communication strategic planning process. (10 Marks)
- b) Managing marketing communication is very vital when it comes to marketing. Explain in details the communication strategies in marketing communication. (10 Marks)

### **QUESTION FIVE (20 MARKS)**

- a) The study of consumer behavior focuses on how individuals make decision to spend their available resources. Evaluate factors influencing consumer behaviour. (10 Marks)
- b) Evaluate the benefits of integrated marketing communication to an organization (10 Marks)