



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY - APRIL 2021 SEMESTER**

## **CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CIMK 002**

**COURSE TITLE: ESSENTIALS OF MARKETING  
COMMUNICATION**

**DATE: 11 MAY 2021**

**TIME: 8:00 AM - 10:00**

**AM**

### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) Briefly compare and contrast the different types of exchange transaction **[10 Marks]**
- b) Discuss how communication assist the exchange process. **[10 Marks]**
- c) Explain the five main elements of the marketing communications mix. **[10 Marks]**
- d) Describe how each of the elements compare across the following criteria: control, communication effectiveness and cost.

**[10 Marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

- a) Explain how marketing communications supports the marketing and business strategies of the organisation. **[10 Marks]**
- b) Describe the main tasks facing the management team responsible for marketing communications **[10 Marks]**

### **QUESTION THREE**

A new marketing communications manager has been appointed to market a treadmill that is designed to exercise overweight dogs. The 'Fit Best Friend' dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a decent walk. It is also thought likely to appeal to veterinary surgeons, who might use the treadmill in treatment courses for obese dogs.

- a) Describe the challenges facing the newly appointed marketing manager in developing suitable marketing communications programmes for the suggested markets for the 'Fit Best Friend' treadmill. **[10 Marks]**
- b) What promotional tools do you suggest be used to reach the stated target markets. **[10 Marks]**

### **QUESTION FOUR**

- a) Discuss how the scope of authority change throughout an organization, and what is the flow of responsibility, authority, and accountability. **[10 Marks]**
- b) Explain why the strength of employees' need for growth important to the job characteristics model.

**[10 Marks]**

### **QUESTION FIVE**

- a) A good reward system should satisfy intrinsic and extrinsic needs for employee. Discuss the theories of employee reward. **[10 Marks]**
- b) Distinguish between unity of command and unity of direction. **[10 Marks]**