



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION ACADEMIC YEAR 2019/2020
EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION/BACHELOR OF COMMERCE**

BBA 2407: Marketing Communication Strategy

APRIL 2020

TIME: 2 HOURS

Instructions:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

Read the following case “The Evolution of SAN’S Advertising Strategy” and answer the questions that follow

Priced in excess of \$2,000, the luxury watch industry is dependent on promotions and product features to attract the consumer. SAN, the third largest luxury watch maker in the world, is the pioneer of celebrity endorsement in the luxury watch industry. The company, which introduced celebrity endorsement in 2019, has featured many charismatic young men and women confirming SAN as the watch of their choice. The chosen brand ambassadors have been leaders in the field of fashion, sports and the performing arts. Apart from celebrity endorsements, SAN associates itself with, and ensures its product placement with landmark events. The case also traces the evolution of SAN’s advertising strategy. With luxury watches growing in popularity as a status and lifestyle statement, SAN is looking beyond the mature markets of Europe and America, to the new developing markets in the countries like Kenya. It has unveiled a strategy tailored to drive growth in these promising markets. Will this shift in advertising strategy yield the desired result?

- a) List five factors that One of the hardest decisions facing companies today is how to spend on promotion. Discuss 4 methods that SAN could use to set an advertising budget
(8 Marks)

- b) List the steps that SAN could when developing and effective communication structure.
(7 Marks)

- c) Direct marketing is growing very rapidly and could be and ideal marketing strategy for SAN since it is dealing with luxury products. Explain five benefits of direct marketing to the buyers
(10 Marks)

- a) List five factors that SAN’S management should consider when recruiting sales people (5 marks)

QUESTION TWO (20 MARKS)

- a) The diffusion process involves communication flow from the source to the recipient. Discuss five predispositional factors that could influence the process of adoption among consumers (10 Marks)
- b) The marketer must make several other decisions in order to define the full sales promotion program. Describe the five steps involved in implementing a sales promotion program within the firm (10 Marks)

QUESTION FOUR

- a) Briefly explain the following marketing communication terms.
 - i) Public Relations. (5 Marks)
 - ii) Publicity . (5marks)
- b) Briefly explain advantages and disadvantages of personal selling (10 marks)

QUESTION FOUR

At the heart of any successful sales force operation is the recruitment and selection of good sales people. Briefly explain the factors that a firm could consider when recruiting sales people (10 marks)

- b) Write short notes on five emerging patterns in personal selling. (10 marks)

QUESTION FIVE

- a) Discuss five different methods of direct marketing (10 marks)
- b) Explain five different methods that a marketing manager could use to qualify prospective customers . (10 marks)