



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION
DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

QUALIFICATION : BACHELOR OF MARKETING	
QUALIFICATION CODE: 07BMAR	LEVEL: NQF LEVEL 7
COURSE: MARKETING COMMUNICATIONS STRATEGY	COURSE CODE: MLY612S
PAPER: THEORY	DATE: NOVEMBER 2025
DURATION: THREE (3) HOURS	MARKS: 100

1ST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. S TJITAMUNISA
MODERATOR:	PROF. MAXWELL CHUFAMA

**THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES
(Including this front page)**

INSTRUCTIONS

- PLEASE ANSWERS ALL THE QUESTIONS, WRITE NEATLY AND TO THE POINT.
- **SECTION A & B:** USE TABLES PROVIDED ON PAGE 5 OF THIS QUESTION PAPER.
- MAKE SURE YOU INSERT THE TABLE INSIDE YOUR ANSWER BOOK

SECTION A: MULTIPLE CHOICE QUESTIONS

(15 marks, 2 marks each)

1. Which of the following is a **primary goal of IMC**?
 - A) Reduce media costs
 - B) Deliver a unified message
 - C) Increase production efficiency
 - D) Eliminate branding

2. A **strategic marketing plan** typically starts with:
 - A) Promotion mix
 - B) Situational analysis
 - C) Message execution
 - D) Budget allocation

3. Which element is part of **corporate image**?
 - A) Company slogan
 - B) Consumer perception
 - C) Logo design
 - D) All of the above

4. The **consumer decision-making process** includes:
 - A) Post-purchase evaluation
 - B) Need recognition
 - C) Information search
 - D) All of the above

5. In IMC planning, the **first step** is:
 - A) Evaluating results
 - B) Setting objectives
 - C) Developing creative strategy
 - D) Situational analysis

6. **Advertising management** involves:
 - A) Budgeting, media planning, and evaluation
 - B) Employee training
 - C) Supply chain distribution
 - D) Packaging design

7. A **fear appeal** in advertising works best when:
 - A) Threat is high and solution is easy
 - B) Threat is low and solution is complex
 - C) No solution is offered
 - D) None of the above

8. Which is NOT an **executional framework**?
- A) Slice of life
 - B) Fantasy
 - C) Testimonial
 - D) Market segmentation
9. A **message strategy** defines:
- A) The creative brief
 - B) The brand position and promise
 - C) Media buying
 - D) Packaging design
10. Which is NOT traditional media?
- A) Radio
 - B) Print
 - C) Television
 - D) Search engines
11. A **click-through rate** is most associated with:
- A) Radio advertising
 - B) Digital marketing
 - C) Outdoor media
 - D) Word of mouth
12. **Alternative marketing** includes:
- A) Event sponsorship
 - B) Guerrilla tactics
 - C) Buzz marketing
 - D) All of the above
13. The **AIDA model** stands for:
- A) Awareness, Intention, Desire, Action
 - B) Attention, Interest, Desire, Action
 - C) Attract, Inform, Develop, Act
 - D) Action, Interest, Development, Attention
14. Which appeal is **emotional**?
- A) Scarcity
 - B) Rational pricing
 - C) Humor
 - D) Functional benefits
15. A **brand extension** is when:
- A) A new product is introduced under an existing brand
 - B) A company changes its logo
 - C) A competitor copies a product

D) Advertising runs in a new medium

SECTION B QUESTIONS: TRUE / FALSE

(10 marks, 2 marks each)

1. Integrated Marketing Communications (IMC) focuses on delivering a consistent brand message across all platforms.
2. A strategic marketing plan is usually developed after tactical actions are implemented.
3. Corporate image represents how stakeholders perceive an organisation.
4. Buyer's behaviour is influenced only by psychological factors.
5. The IMC planning process includes analysis, planning, implementation, and control.
6. Advertising management only deals with media placement.
7. Advertising design involves creative strategy and visual execution.
8. Rational appeals in advertising focus on emotions and feelings.
9. A message strategy outlines the positioning and value proposition in communication.
10. Executional frameworks include slice-of-life and testimonial approaches.

SECTION C: STRUCTURED QUESTIONS (50 marks)

1. Discuss the importance of IMC in building a consistent corporate image. **(10 marks)**
2. Explain the stages of the strategic marketing planning process with examples. **(10 marks)**
3. Analyse how buyer behaviour affects advertising message design. **(10 marks)**
4. Compare traditional media and digital marketing, highlighting advantages and limitations of each. **(10 marks)**
5. Evaluate alternative marketing methods (e.g., guerrilla, viral, sponsorship) in creating brand engagement. **(10 marks)**

DETACH AND HAND IN WITH YOUR ANSWERSHEET

Student Name.....

Student no.....

Multiple Choices (Table A)

(15X2) = 30 marks

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
<u>1</u>				
<u>2</u>				
<u>3</u>				
<u>4</u>				
<u>5</u>				
<u>6</u>				
<u>7</u>				
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<u>10</u>				
<u>11</u>				
<u>12</u>				
<u>13</u>				
<u>14</u>				
<u>15</u>				

True or False (Table B)

(10X2) = 20 marks

	<u>True</u>	<u>False</u>
<u>1</u>		
<u>2</u>		
<u>3</u>		
<u>4</u>		
<u>5</u>		
<u>6</u>		
<u>7</u>		
<u>8</u>		
<u>9</u>		
<u>10</u>		