



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Management Sciences

MARKETING & LOGISTICS (MARKETING SECTION)

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07BMAR	LEVEL: NQF LEVEL 7
COURSE: MARKETING COMMUNICATIONS STRATEGY	COURSE CODE: MLY612S
DATE: JANUARY 2020	SESSION: JANUARY
DURATION: THREE (3) HOURS	MARKS: 100

2ND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. S TJITAMUNISA MR. D HLAHLA
MODERATOR:	MS. A SHIMUAFENI

**THIS QUESTION PAPER CONSISTS OF SIX (6) PAGES
(Including this front page)**

INSTRUCTIONS

- **SECTION A (QUESTION ONE AND TWO) IS COMPUSORY AND MUST BE ANSWERED BY ALL STUDENTS.**
- **SECTION A: USE TABLES PROVIDED ON PAGE 6 OF THIS QUESTION PAPER. MAKE SURE YOU INSERT THE TABLE INSIDE YOUR ANSWER BOOK**
- **SECTION B: CHOOSE ANY TWO (2) QUESTIONS FROM THE REST OF THE QUESTIONS AND WRITE CLEARLY AND NEATLY**

SECTION A

Use Table A on page 6 to answer and detach, hand in with your answer sheet.

QUESTION ONE (MULTIPLE CHOICE)

(15x2) = 30 marks

1. Marketing account executives are facing increasing pressures related to:
 - a. accountability
 - b. affordability
 - c. accessibility
 - d. applicability

2. Which is an example of feedback in a marketing channel?
 - a. new product development
 - b. a customer complaint
 - c. a decision to begin international operations
 - d. removing a product from the market

3. In terms of ethical frameworks for reasoning, making decisions based on what is the greatest good for the greatest number of people is:
 - a. utilitarianism
 - b. individualism
 - c. the justice approach
 - d. the rights approach

4. A form of law present in many European countries is:
 - a. moral law
 - b. theocratic law
 - c. civil law
 - d. common law

5. Sponsorships are typically used to accomplish each of the following objectives, *except*:
 - a. enhance a company's image
 - b. increase a firm's visibility
 - c. increase total product offerings
 - d. differentiate a company from its competitors

6. Which format has experienced increased usage in sponsorship programs?
 - a. television advertising
 - b. hits
 - c. blogs and social media
 - d. public relations

7. When a firm supports a specific event, such as the Special Olympics, it is:
 - a. sponsorship marketing
 - b. event marketing
 - c. cause-related marketing

- d. tie-in marketing
8. When McDonald's makes an advertising claim that the company offers the best-tasting hamburgers, the practice is known as:
 - a. a code of ethics violation
 - b. misleading and deceptive advertising
 - c. puffery
 - d. cross-promotions
 9. The hierarchy of effects model:
 - a. only works in the correct sequence of the model
 - b. is designed to build recall more than an actual purchase decision
 - c. clarifies the advertising approach to use by showing what to emphasize during each stage of the model
 - d. leads to impulse buying decisions if applied correctly
 10. Feeling good after making a purchase from a company with a strong and positive image is an example of:
 - a. an impulse buy
 - b. psychological reinforcement
 - c. cognitive dissonance
 - d. brand metrics
 11. Which component of an attitude contains the feelings or emotions a person has about a product?
 - a. affective
 - b. cognitive
 - c. conative
 - d. rational
 12. It is important that the image being projected by a company's marketing messages:
 - a. reinforce the competition's concept of the image
 - b. accurately portray the firm and coincide with the goods and services being offered
 - c. be consistent with what consumers already believe about the firm
 - d. coincide with what competitors are doing
 13. Aubrey does not like to purchase anything online because she does not want cookies tracking her Web activity and then using it to market products to her. This is an example of which e-commerce concern?
 - a. seller opportunism
 - b. security issues
 - c. changing purchasing habits
 - d. privacy issues
 14. When a new music store distributes literature and free key chains at a rock concert, the

group is engaging in:

- a. lifestyle marketing
- b. an illegal act
- c. a sponsorship program
- d. public relations' activities

15. Which model of evaluation of alternatives suggests consumers buy brands they like best or connect with emotionally?
- a. cognitive mapping
 - b. multiattribute
 - c. affect referral
 - d. evoked-set

QUESTION TWO (TRUE/FALSE)

(10x2) = 20 marks

Use Table B on page 6 to answer and detach, hand in with your answer sheet.

- 2.1 Televisions carrying advertisements and billboards that are available for new adverts are examples of senders in the communication process.
- 2.2 When a customer smells a perfume sample in a magazine while reading an advert, decoding is taking place.
- 2.3 Retaining current customers is more expensive than gaining new customers.
- 2.4 A decorative model is a person who adorns a product as a sexual or attractive stimulus but has nothing to actually do with the product.
- 2.5 Customers today value a low price over personalized marketing efforts.
- 2.6 A cognitive map explains how much time a person spends in external search for information based on the person's ability to search, time to search, and how much the individual likes shopping.
- 2.7 The evoked set in a purchase decision consists of brands that have been purchased previously.
- 2.8 Experiential marketing combines direct marketing, buzz marketing, and sales promotions into a single consumer experience.
- 2.9 Brand engagement typically focuses on direct mail and toll-free numbers to drive customers to e-commerce sites to make purchases.
- 2.10 Three types of incentives can be used to encourage customers to make online purchases: financially-based incentives, convenience-based incentives, and price-based incentives.

SECTION B

QUESTION THREE (25 Marks)

An increasing number of marketing-oriented companies have established new responsibilities for public relations. In this new role public relations is seen as adding more value to the marketing activities as it takes on a much broader and more marketing-oriented perspective, a scenario that some marketing commentators refer to as marketing public relations (MPR) function. Discuss in detail any, **SIX** (6) ways, how marketing public relations adds value to the integrated marketing program.

QUESTION FOUR (25 Marks)

- 4.1 What is viral marketing, how can TN Mobile effectively use viral marketing? **5 marks**
- 4.2 What is cyberbait? What are the three main forms of cyberbait? **10 marks**
- 4.3 Imagine being approached by the owner of a small clothing boutique in Katutura. She has heard about guerrilla marketing and wants to try it. First, why should she use guerrilla marketing? Second, what guerrilla marketing techniques would you suggest? **5 marks**
- 4.4 Why don't you shop online; what concerns do some consumers still have about e-commerce? **5 marks**

QUESTION FIVE (25 Marks)

- 5.1 Discuss the key components of the marketing communications strategy and planning process and how they aid effective marketing communications? **(20 marks)**
- 5.2 Discuss how marketing communications strategy and planning relates hierarchically to other strategy (corporate, competitive and marketing). **(5 marks)**

DETACH AND HAND IN WITH YOUR ANSWERSHEET

Student Name.....

Student no.....

Multiple Choices Table A

(15x2) = 30 marks

	A	B	C	D
<u>1</u>				
<u>2</u>				
<u>3</u>				
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<u>14</u>				
<u>15</u>				

True or False Table B

(10x2) = 20 marks

	True	False
<u>1</u>		
<u>2</u>		
<u>3</u>		
<u>4</u>		
<u>5</u>		
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