



**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
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DURATION: THREE (3) HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	MS. A SHIMUAFENI

THIS QUESTION PAPER CONSISTS OF TEN (10) 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 10 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 10 to answer and detach, hand in with your answer sheet.

QUESTION ONE (MULTIPLE CHOICE)

(30x1) = 30 marks

1. An advertising agency is told by the client that an advertising campaign should result in a 20% increase in sales. This is an example of:
 - A) marketing myopia
 - B) standardization
 - C) adaptation
 - D) accountability
2. The individual who is responsible for a specific brand or line of products is the:
 - A) agency account executive
 - B) brand manager
 - C) media buyer
 - D) media planner
3. In terms of the communication process, a creative preparing an advert is most likely going to be involved in:
 - A) encoding
 - B) transmission
 - C) decoding
 - D) noise or clutter
4. A consumer sees a billboard while driving. The billboard is a:
 - A) creative
 - B) decoding device
 - C) transmission device
 - D) form of feedback
5. A person smells the fragrance of a perfume attached to a magazine advertisement. What is taking place?
 - A) encoding
 - B) transmission
 - C) decoding
 - D) feedback
6. Michelle is watching a television commercial for a new car but a stereo is playing in the room next door making it difficult to concentrate, which is an example of:
 - A) feedback disruption
 - B) noise
 - C) encoding design
 - D) a contact point
7. The key to using social media successfully is:

- A) making it compatible with the off-line marketing program
 - B) identifying the heavy users of the product
 - C) finding the right Facebook fans
 - D) using both Facebook and Twitter in an integrated manner
8. Julie is explaining an integrated marketing communications program to Michael. In this situation:
- A) Julie is a sender and Michael is an encoder
 - B) Julie is a receiver and Michael is using a transmission device
 - C) Julie is a sender and Michael is a receiver
 - D) Julie is a transmission device and Michael is a decoder
9. In the marketing mix, where does integrated marketing communications belong?
- A) pricing decisions
 - B) product design
 - C) promotion
 - D) distribution
10. Current trends affecting marketing communications include the following, *except*:
- A) explosion in the use of alternative media
 - B) emphasis on pull marketing strategies
 - C) accountability and measurable outcomes
 - D) changes in tasks performed by key players
11. All of the following are trends impacting the use of integrated advertising and marketing communications *except*:
- A) advances in information technology
 - B) increases in perceptions of brand equity
 - C) changes in channel power
 - D) increase in global competition
12. The feelings consumers and businesses have about an organization and its brand is the corporation's:
- A) advertising program impact
 - B) flanker brand
 - C) image
 - D) persona
13. In the mind of the consumer, a strong corporate image is linked to:
- A) perceptions of economic conditions
 - B) ratings by financial advisors
 - C) reduction of search time in purchase decisions
 - D) finding substitute goods when making purchases

14. 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
15. Changing an image is most necessary:
- A) every few years to meet changing consumers
 - B) when sales begin to decline
 - C) when target markets shrink or disappear or a firm's image no longer matches industry trends and consumer expectations
 - D) when a competitor enters the market with a product that is viewed as being superior
16. Which type of corporate name does not reflect the company's goods or services?
- A) overt
 - B) implied
 - C) conceptual
 - D) iconoclastic
17. Which is a flanker brand?
- A) the offering of two or more brands in a single marketing offer
 - B) the joint venture of two or more brands into a new product or service
 - C) development of a new brand by a company in a good or service category where it currently has other brands
 - D) a brand with the same name in a different industry
18. During a search for purchase information, what factor will increase the probability that a brand will be considered?
- A) brand parity
 - B) brand equity
 - C) product viability
 - D) brand ambiguity
19. Juan only has a high school education and knows very little about digital cameras. Juan will most likely:
- A) conduct only an internal search
 - B) refer the decision to someone else
 - C) not engage in an extensive external search for more information
 - D) engage in an extensive external search for information
20. Strongly held beliefs about various topics or concepts are:
- A) attitudes

- B) cognitive maps
 - C) values
 - D) mental images
21. In terms of cognitive mapping, if most consumers have not considered Sunkist lemons as a substitute for salt, then an advertisement that conveys such a message to consumers is attempting to:
- A) strengthen a linkage that already exists
 - B) modify a current linkage
 - C) create a new linkage
 - D) create a new layer
22. A set of businesses or groups of individual consumers with distinct characteristics is a:
- A) differentiated group
 - B) production department
 - C) market segment
 - D) manufacturing system
23. An evoked set is the set of brands:
- A) that are part of a person's memory, but not considered because they elicit negative feelings
 - B) the consumer has awareness of, but has neither negative or positive feelings toward
 - C) that a person would consider as potential solutions to meet a need
 - D) that are viewed by a consumer as being approximately equal in terms of quality
24. If Burger King's advertising manager decides to match McDonald's dollar-for-dollar in advertising expenditures, which type of advertising budget is being used?
- A) objective and task
 - B) meet the competition
 - C) what we can afford
 - D) the percentage of share method
25. If a company's leaders reject a communications budgeting method because it would take too long to prepare, odds are the budgeting method is:
- A) percentage of sales
 - B) meet the competition
 - C) what we can afford
 - D) objective and task
26. Successful ethnic marketing requires:
- A) hiring ethnically-owned marketing and advertising agencies
 - B) translating English speaking ads into Spanish or native language of the ethnic group
 - C) understanding the various ethnic groups and writing marketing communications that speak to their specific values and cultures

D) using ethnically-owned media outlets

27. While selecting a restaurant, Donna thought about all of her favorite places and finally chose Joes Beer House because she loves the food and it has been a while since she ate there. In making this decision, Donna used which method to evaluate the possible choices?
- A) evoked set method
 - B) multiattribute
 - C) affect referral
 - D) attitude formation
28. Collin carefully considers price, sound quality, and the size of a new stereo system. The sound quality is the most important factor, followed by the price. The evaluation model being used by Collin is:
- A) cognitive mapping
 - B) evoked set
 - C) multi-attribute
 - D) affect referral
29. Which model of evaluation of alternatives suggests consumers buy brands they like best or connect with emotionally?
- A) cognitive mapping
 - B) multi-attribute
 - C) affect referral
 - D) evoked-set
30. Mackenzie is taking forever to buy a pair of jeans because she is considering all the factors involved, such as price, color, and style. Which method is being used to evaluate the various brands?
- A) cognitive mapping approach
 - B) evoked set
 - C) multi-attribute approach
 - D) affect referral

QUESTION TWO (TRUE/FALSE)

(20x1) = 20 marks

Use Table B on page 10 to answer and detach, hand in with your answer sheet.

1. Upon recognizing a need, if a consumer chose a given brand in the past that resulted in a positive experience, the consumer will likely purchase the same brand and not engage in an information search.
2. If a consumer has sufficient information from an internal search, he or she moves on to the next step of the decision-making process, evaluating alternatives, without engaging in an external search for additional information.
3. The amount of time a consumer spends on an external search depends on four factors: ability, motivation, costs versus benefits, and brand name.
4. The cognitive component of an attitude is a person's mental image, understanding, and interpretation of a product.
5. Reading a magazine article about a competitor is a form of secondary research.
6. Consumer values are loosely held attitudes about various topics or concepts.
7. Marketing communications are considerably more effective in changing a person's attitude about a product than they are in changing a consumer's value structure.
8. The IMC planning process begins with an analysis of a company's context, which is a review of their customers, target market, and product positioning.
9. When examining competitors for the IMC planning process, it is essential to identify domestic competitors, but not foreign or international competitors.
10. Developing an integrated marketing communications plan requires an understanding of the firm's current context, which includes its target market, product positioning, and communications objectives.
11. A market segment must be financially viable to be useful.
12. Selling a product to women is a form of demographic market segmentation.
13. What a firm's employees believe about the company's image is far more important than what consumers think.

14. A corporate image contains both visible and intangible elements.
15. While a corporation's image plays a key role in marketing to consumers, it is not significant when selling to other businesses.
16. Brand image is especially valuable to a company that is expanding internationally because it reduces risk and uncertainty on the part of the buyer.
17. Televisions carrying advertisements and billboards that are available for new adverts are examples of senders in the communication process.
18. Typically, advertising messages are decoded in the same way by large numbers of consumers because of the standard nature of the decoding process.
19. The large number of marketing messages consumers are exposed to daily is an example of noise and is also called clutter.
20. An integrated marketing communications program should be viewed as an overall organizational process rather than a marketing plan or marketing function.

SECTION B

QUESTION THREE (25 Marks)

More than ever before celebrity branding has become a common marketing practice in organisations, celebrity branding can take several different forms, from a celebrity simply appearing in advertisements for a product, service or charity, to a celebrity attending Public Relations events, creating his or her own line of products or services, or using his or her name as a brand. Many singers, models and film stars now have at least one licensed product or service which bears their name. Celebrity endorsers bring their meanings and image into the advertisement, then transfer them to the product they are endorsing, however a number of factors must be considered before spending the company's money to sign a celebrity endorser. With this background in mind

- (a) Discuss in detail the factors that marketers should consider before spending the company's money on signing a celebrity endorser. **(15 marks)**
- (b) Discuss in detail advertising risks associated with using celebrities as endorsers of brands? **(10 marks)**

QUESTION FOUR (25 Marks)

Humor adverts are often the best known and best remembered of all advertising messages. Many advertisers, including FedEx, Pepsi and Budweiser, have used humor appeals effectively in their marketing campaigns. Humor is usually presented through radio and TV commercials as these media lend themselves to the execution of humorous messages (Belch and Belch, 2012:204).

With this background discuss in detail the advantages and disadvantages of using humor in marketing ads. **(25 Marks)**

QUESTION FIVE (25 Marks)

- (a) Discuss the key components of the marketing communications strategy and planning process and how they aid effective marketing communications? **(20 marks)**
- (b) 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 (30x1) = 30 marks

True or False Table B (20x1) = 20 marks

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