



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: 07MARB	LEVEL: 6
COURSE CODE: MLY612S	COURSE NAME: MARKETING COMMUNICATIONS STRATEGY
SESSION: JANUARY 2025	PAPER: THEORY (PAPER 1)
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR BIANCA TJIZUMAUE MS CHERLEY DU PLESSIS
MODERATOR:	MR CLEMENS KAZONDOVI

INSTRUCTIONS
1. This paper consists of six (6) questions 2. Answer any four (4) questions. 3. Read all the questions carefully before answering. 4. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)

QUESTION ONE

(25 MARKS)

- a) The communication process consists of five stages, or components. Discuss these five stages with a practical example based on any organization of your choice.

(15 Marks)

- b) In understanding integrated marketing communications, it helps to review the steps in a marketing plan. Discuss the steps in a Marketing plan.

(8 Marks)

- c) Three trends have caused a change in marketing communications. Discuss any two (2) of these trends.

(2 Marks)

QUESTION TWO

(25 MARKS)

- a) Having a strong corporate image also benefits a company. Discuss any five (5) key roles of corporate image from a company perspective, with examples.

(10 Marks)

- b) Brand equity offers a number of benefits, just like a strong corporate name. Discuss any five (5) of these benefits with practical examples.

(5 Marks)

- c) Private brands (labels) have changed in a number of ways, discuss any five (5) ways which the private brands changed.

(10 Marks)

QUESTION THREE

(25 MARKS)

- a) Dual channel marketing requires one of three approaches based on how the product is purchased and used. Discuss these three approaches.

(9 Marks)

- b) Buying decisions can be classified into three categories, with practical examples discuss these three (3) categories.

(9 Marks)

- c) Discuss any seven (7) criteria consumers use in selecting a bank.

(7 Marks)

QUESTION FOUR

(25 MARKS)

- a) The type of appeal chosen should be based on the creative brief and the objectives of the advertising campaign. Advertisers have seven different types of appeals they can use, identify and discuss these seven (7) different appeals.
(7 Marks)
- b) Music appeals offer a number of advantages, discuss these advantages
(8 Marks)
- c) Selecting the right source and spokesperson for an advertisement is a critical decision. Advertisers have four (4) choices, discuss these choices with practical examples.
(8 Marks)
- d) The effectiveness of the spokesperson depends on his/her degree of credibility. The level of credibility is determined by five factors, name any two (2) of these factors.
(2 Marks)

QUESTION FIVE

(25 MARKS)

- a) Choosing the best media to speak to potential customers is a challenge. Briefly discuss the five (5) components of media planning.
(10 marks)
- b) Differentiate between media planners and media buyers.
(6 marks)
- c) Outdoor media is more than just billboards. It includes signs on public transportation, park benches, and stadiums. Discuss five (5) advantages and four (4) disadvantages of outdoor advertising. Use relevant examples to support your answers.
(9 marks)

QUESTION SIX

(25 MARKS)

- a) Critically discuss the six (6) steps in developing an interactive digital marketing strategy, with practical examples.

(12 marks)

- b) Critically discuss any five (5) keys to successful viral marketing, support your answers, with practical examples.

(10 marks)

- c) A major advantage of digital marketing is that it can be global as it doesn't matter where the customer is or where the company is located. Using relevant examples to support your answers, critically discuss three (3) international issues/implications faced by digital marketers.

(3 marks)

TOTAL MARKS 100

THE END.