



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF MARKETING</b>	
<b>QUALIFICATION CODE: 07MARB</b>	<b>LEVEL: 6</b>
<b>COURSE CODE: MLY612S</b>	<b>COURSE NAME: MARKETING COMMUNICATIONS STRATEGY</b>
<b>SESSION: NOVEMBER 2024</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR BIANCA TJIZUMAUE  MS CHERLEY DU PLESSIS
<b>MODERATOR:</b>	MR CLEMENS KAZONDOVI

<b>INSTRUCTIONS</b>
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) Noise can impact effective communication and prevent the message that was encoded from being heard at all or to be decoded differently than was intended. Mention any five (5) examples of noise that relates to effective communication.  
**(10 Marks)**
- b) The move to integrating communications has been spurred by several developments. Discuss five (5) of these developments and provide practical examples.  
**(10 Marks)**
- c) The traditional marketing mix when offering a tangible product consists of product, price, promotion, and place. Define marketing mix and discuss any two of the four Ps in the mix.  
**(5 Marks)**

**QUESTION TWO****(25 MARKS)**

- a) Corporate image is made up of everything the company does, has, and is. It includes tangible and intangible elements. With practical examples, discuss five (5) tangible and five (5) intangible elements.  
**(10 Marks)**
- b) Choosing a corporate name is crucial and companies usually spend thousands and even millions on choosing just the right name. Discuss with practical examples any three (3) categories of corporate names.  
**(9 Marks)**
- c) Brand metrics, which measures the return on branding investments, are used to measure brand equity. Discuss the any three (3) primary methods.  
**(6 Marks)**

**QUESTION THREE****(25 MARKS)**

- a) Most companies follow the same buying process. Discuss with practical examples the steps in the B-to-B buying process.  
**(14 Marks)**

- b) There are individual Factors Affecting the Behaviors of Buying Center Members, identify and discuss any four (4) of these factors with practical examples.

**(8 Marks)**

- c) Discuss dual channel marketing and provide practical examples to support your answer.

**(3 Marks)**

#### **QUESTION FOUR**

**(25 MARKS)**

- a) Companies have to decide whether they will do the advertising work in-house or obtain an outside advertising agency. Identify and discuss any four (4) advantages of In-House Agencies and any four (4) advantages of Outside agencies.

**(8 Marks)**

- b) Choosing an agency requires time and effort. Discuss the steps in Selecting an Advertising Agency.

**(10 Marks)**

- c) Discuss any seven (7) evaluation criteria in choosing an Ad Agency and give practical example of each criterion.

**(7 Marks)**

#### **QUESTION FIVE**

**(25 MARKS)**

- a) An effective media plan consists of five (5) components. Briefly discuss the five (5) components of a media plan.

**(10 marks)**

- b) Differentiate between effective reach and effective frequency.

**(5 marks)**

- c) Discuss any five (5) benefits of magazine advertising and any five (5) benefits of newspaper advertising. Use relevant examples to support your answers.

**(10 marks)**

**QUESTION SIX**

**(25 MARKS)**

- a) Critically discuss any five (5) characteristics of Web 4.0 e-commerce sites. Use relevant examples to support your answer.  
**(10 marks)**
  
- b) Discuss the concept of cyberbaiting, use a relevant example to support your answer.  
**(5 marks)**
  
- c) Smartphones are used in mobile marketing as social interaction devices, to search for product information, and as a means of shopping. Identify and discuss five (5) types of mobile marketing strategies. Use relevant examples to support your answers  
**(10 marks)**

**TOTAL MARKS 100**

**THE END.**