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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR TWO**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 215**

**COURSE TITLE: PRICIPLES AND PRACTISES OF MARKERTING COMMUNICATION**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 12/02/2020 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define marketing communication and explain the concept of marketing communication as an exchange. **[10 marks]**
2. Describe the five elements of the marketing communication mix. **[2 marks]**

**QUESTION TWO**

Explain how marketing communication supports the marketing and business strategies of the organization. **[20 marks]**

**QUESTION THREE**

1. Differentiate direct marketing from other elements of the marketing mix **[10 marks]**
2. Explain any five roles of marking communication in an organization. **[10 marks]**

**QUESTION FOUR**

1. Illustrate the main stages of the product cycle **[10 marks]**
2. Explain why employees should be considered the most important customers **[10 marks]**

**QUESTION FIVE**

1. Give detailed examples of the use of integrated marketing communication by one the major companies in Kenya **[10 marks]**
2. Discuss the reasons for the development of Integrated Marketing Communication (IMC).  **[10 marks]**