



# CHRISTIAN SERVICE UNIVERSITY COLLEGE

SCHOOL OF BUSINESS  
DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE  
STRATEGY  
PROGRAMME: BBA MARKETING  
SUPPLEMENTARY EXAMINATION 2019  
**INTEGRATED MARKETING COMMUNICATION**  
CSBM 417

Duration: 2hrs: 30min.

## **INSTRUCTIONS:**

- *Answer three (3) questions in all, Section A is Compulsory, and any two (2) questions from Section B.*
- *Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in the order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.*
- *Please take time to read the questions carefully as some questions may demand practical examples diagrams etc.*
- *Please also note that clarity of expression and handwriting will be rewarded.*

## Section A

### Compulsory

#### **Question One**

#### **Legacy Sims Case Study**

Legacy Sims is a B2B group based in Ghana who sells industrial machinery. The company has been doing well over the years due to their ability to integrate consumer needs in their marketing offer. Legacy Sims owns 20 different shops across the country. The company is located in industrial areas and the country side. There is an online presence too which target people that wants convenience shopping. Any goods purchase are distributed within 48 hours. Legacy Sims is a successful business until the last couple of years which has become challenging times for the company.

The company understands that, consumer decisions making towards products sold by Legacy Sims are complex due to the multiple number of people involved in the decision making process. Sometimes decisions to purchase industry plant or machinery might involve the initiator, influencer, decider, buyer, user This is as a result of high investment nature towards such decision.

Again products that the company deals with is also technical and will require careful planning if sales are to improve. For example, when a new electronic machinery product is introduced, people need to be made aware of it, and interest stimulated. But they also will want a high level of information to complete what is usually a high involvement decision.

Lastly the improved hybrid distribution legacy Sims has invested in the last couple of years is not yielding any benefits for the company since consumers still want to travel to the shop locations which at times can be stressful. The company marketing directors understands that delivery systems chosen by an organization have a great deal of influence on a brand being chosen, and thinks that something is wrong somewhere which need to be corrected.

Report from Lead Managers Consulting Group (LMC) a marketing consultancy firm based in Ghana has indicated that the company challenges are communication problems.

The more complex the market, as we have just seen in the case, the more likely it is that an IMC program will be needed. As Marketing Manager of Legacy Sims Ghana, write a report to management addressing these issues.

- a. Discuss three (3) opportunities in the case that will require the use of IMC. (12marks)
- b. Discuss four (4) Integrated Marketing Communication (IMC) programmes will you recommend to management to solve the communication problem. (12marks)
- c. What is corporate story? In what way will the company integrate corporate stories in their communication programmes? (4marks )



30 marks

## **Section B**

*Answer two questions from this section. All questions carry equal marks*

### **Question Two**

Your company is in the process of developing an advertising programme for a new IMC programme to build the company's brands. As newly appointed Marketing Manager, Management would like you to explain to them

- a. What is advertising? (2marks )
- b. Two (2) types of advertising. (6marks)
- c. What are the major decisions when developing an advertising programme, known as the five M's? (10marks)

You are required to use a memorandum report to answer the above questions.

### **Question Three**

Advertising messages are strategically aimed at building brand awareness and positive brand attitudes, leading to a strong brand equity. Whiles Promotion messages are strategically aimed at driving short-term sales or brand usage.

- a. What is Sales Promotion (3marks)
- b. Explain the three (3) types of promotion in marketing communications (9marks)
- c. With examples differentiate between immediate reward promotions and delayed reward promotions (8marks)

### **Question Four**

- a. Discuss 3 benefits of Socio Media to marketers. (9marks)
- b. Distinguish between Sponsorship and Event Marketing (5marks)
- c. Provide a brief explanation to the following IMC options
  - i. Product Placement (3marks)
  - ii. Mobile marketing (3marks)

### **Question Five**

In assessing the collective impact of an IMC programme, the marketer's overriding goal is to create the most effective and efficient communication programme possible. Explain the six relevant criteria, known as "the 6 Cs in developing an IMC program. (20marks)

*Lecturer: Nana Danso Boafo*