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CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2019/2020 Academic Year

Level 300

BACS 339: INTEGRATED MARKETING COMMUNICATIONS

December 2019

70 marks

TWO (2) HOURS THIRTY (30) MINUTES

INSTRUCTIONS TO CANDIDATES:

- Provide your answers in the Answer Booklet
- Answer ANY THREE QUESTIONS
- Note: TEN (10) marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper

1. *Speed Airlines* operates on the **Takoradi to Kumasi** route only on Mondays, Wednesdays and Saturdays. As a member of the Marketing Communications Department, you have been tasked to advise the Marketing Manager on the need to deploy an Integrated Marketing Communications (IMC) programme to help launch new flight schedules on Fridays and Sundays.

Using the features of IMC, describe with concrete examples, how you will use the features to persuade existing and prospective customers of the airline, add the new flight schedules to their travelling plans. (20 MARKS)

2. Every brand aspires to have a strong equity. You are the **Brands Communication Specialist** in-charge of *Cakty*, a new brand of chocolate from the stables of Nestle Ghana.

Critically discuss how Internet marketing and Advertising promotional tools will enhance the brand awareness and brand image of Cakty. (20 MARKS)

3. *Technisen* is a leading mobile phone company with operations in a number of countries. The company will commence operations in Ghana in 2020.

As the newly appointed IMC Specialist of the company, DESCRIBE with relevant details, how the following promotional tools, Public relations and Direct marketing, will be used in reaching the target audience of Technisen and persuading them to buy Technisen phones. (20 marks).

4. **Ablaze Bank** has designed a new investment product christened '*Future secured*' to boost the personal investment drive of Ghanaians working in the formal sector. Describe how the targeting concepts of *behaviorgraphics targeting*, *psychographic targeting* and *demographic targeting* will ensure a successful communication outcome for the adoption of the product. (20 MARKS)

5. Write short notes on ANY FIVE of the following:

- Trade-oriented promotion versus consumer-orientation promotion
- Positioning based on functional benefit
- Four (4) Qualities of a good logo
- Two reasons for IMC
- Positioning based on nonfunctional/ symbolic needs
- Three of the factors that make a brand valuable.

(20 MARKS)