

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY

PROGRAMME: BAA MARKETING LEVEL 400

SPECIAL SUPPLEMENTARY EXAMINATIONS 2021

INTEGRATED MARKETING COMMUNICATION (IMC)

COURSE CODE CSBM 417 AND BACS 399

DURATION: 2HRS. 30MINUTES

INSTRUCTIONS

- Please read all instructions carefully.
- Answer all questions in section A on the question paper, and questions in section B, and C on the answer booklet.
- 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 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.

Lecturer: Nana Danso Bofo

Section C

Answer any 2 questions from this section in the answer booklet (20marks)

Question 2

- a. What is sales Promotion? (1marks)
- b. Explain the three types of sales promotion in marketing communication(9marks)

Question 3

- a. List four (4) benefits of social media as against the traditional media (4marks)
- b. Distinguish between sponsorship and event marketing (6marks)

Question 4

- a. What is trade show (2 marks)
- b. Because of the personal interaction afforded by trade shows and fairs, they offer marketers a number of opportunities, list and discuss four (4) opportunities trade shows offer marketers.
(8marks)

Question 5

- a. What is buzz marketing (2marks)
- b. Explain 4 importance of buzz marketing over advertising (8marks)

Section B

**Answer all questions in this section in the answer booklet
(Total 20 marks)**

Question 1

Legacy Sims Case Study

Legacy Sims is a B2B company based in Ghana who sells industrial machinery. The company's marketing performance over the years has been very good due to its marketing manager's ability to integrate consumer needs in their marketing offer. Legacy Sims owns twenty different branches across the country. The company is located at the industrial areas and country side. The company have an online presence which target people that want convenience shopping. Any goods purchased are distributed within 48 hours. Legacy Sims has been a successful business until the last couple of years which has become challenging times for the company.

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

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

Lastly the company has invested in an improve hybrid distribution system in the last couple of years but is not yielding any benefit for company and their customers since majority of the customers still travel to the shop locations which at times can be stressful. The company's marketing director understands that delivery systems chosen by an organization have a great influence on a brand choice, and thinks that something is wrong somewhere that needs to be corrected.

The directors of Legacy Sims has contracted the services of a marketing consulting firm (Lead Managers Consulting Group) based in Ghana to assess the situation. The report from Lead Managers Consulting Firm (LMC) indicated that the challenges faced by Legacy Sims are communication problems. They stated that the more complex the market becomes, as we have just observed on Legacy Sims case, the more likely it is that an IMC programme would be needed.

Index Number.....Signature

As a marketing manager of Legacy Sims Ghana, write a memo to management addressing these issues.

- a. Memo title (2marks)
- b. Discuss three (3) opportunities that would require the use of IMC (9 marks)
- c. Discuss three (3) Integrated Marketing Communication (IMC) programmes you will recommend to management to solve the company's communication challenge. (6 marks)
- d. What is corporate story? In what way can the company integrate corporate stories in their communication plan? (3 marks)