



## UNIVERSITY COLLEGE TATI (UC TATI)

## FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BMK 2413
COURSE	:	INTEGRATED MARKETING COMMUNICATION
SEMESTER/SESSION	:	2-2021/2022
DURATION	:	3 HOURS

Instruction:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answer should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise you hands and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO  
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING OVER PAGE**

**QUESTION 1**

- a) Shows the IMC process chain. (2 Marks)
- b) Construct **FOUR (4)** reasons for the growth of IMC. (8 Marks)
- c) Shows the effective of IMC. (2 Marks)
- d) Discovers **ONE (1)** challenges of IMC. (2 Marks)

**QUESTION 2**

- a) Produces **FOUR (4)** IMC tool advertising (4 Marks)
- b) Shows **EIGHT (8)** marketing plan template (8 Marks)
- c) Prepare **FOUR (4)** modes of persuasion (8 Marks)

**QUESTION 3**

- a) Produces **THREE (3)** types of digital marketing. (6 Marks)
- b) Shows **SIX (6)** step to make and start digital marketing. (6 Marks)
- c) Discovers **THREE (3)** social media marketing do. (6 Marks)
- d) Produces **THREE (3)** alternative marketing methods. (6 Marks)

**QUESTION 4**

- a) Shows **FOUR (4)** steps of IMC planning process (8 Marks)
- b) Applies **FOUR (4)** C's of IMC. (8 Marks)
- c) Shows **THREE (3)** campaign management process. (6 Marks)

**QUESTION 5**

- a) Discovers **FOUR (4)** elements of creative strategy. (8 Marks)
- b) Produces **THREE (4)** types of sales promotion. (6 Marks)
- c) Shows **THREE (4)** elements the media evaluation (6 Marks)

-----End of question-----

