



SCHOOL OF BUSINESS
NURTURING INNOVATORS
JANUARY-APRIL 2024 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
SATURDAY PROGRAMME
RMK 305: ADVERTISING AND SALES PROMOTION

DATE: 13 Saturday April 2024
2 HOURS

TIME:

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.
This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

- a. Write your **ADMISSION NUMBER** clearly on the answer booklet(s).
- b. Questions in all sections should be answered in the answer booklet(s).
- c. Marks allocated to each question are shown at the end of the question.
- d. **PLEASE** start the answer to **EACH** question on a **NEW PAGE**.
- e. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- f. Write your answers in paragraph form unless stated otherwise.
- g. Keep your phone(s) **SWITCHED OFF** at the front of the examination room.
- h. Keep **ALL** bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
- i. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

Ensure your responses are concise, well structured, and supported by relevant examples to demonstrate a solid understanding of the Advertising and Sales Promotion concepts.

QUESTION ONE: (Compulsory) (30 Marks)

- a. Define personal selling (2 Marks)
- b. Discuss **FOUR** importance of building customer relationships in today's business landscape (8 Marks)
- c. Discuss the role of propaganda techniques in sales and promotion strategies, examining how they influence consumer behavior and perception. Use any **THREE** types of propaganda. (10 Marks)
- d. Explain **THREE** ethical considerations associated with advertising in Kenya. (10 Marks)

QUESTION TWO

- a. List and explain **FOUR** concepts that can be easily mistaken for advertising and state their relationship with advertising. (10 Marks)
- b. Discuss **FIVE** ethical considerations that businesses should consider when designing advertising campaigns. (10 Marks)

QUESTION THREE

- a.
 - i. Define display advertising. (2 Marks)
 - ii. Explain any **FOUR** roles of social media in advertising and sales promotion strategies. (8 Marks)
- b. Discuss the stages involved in the creative development process for advertising campaigns (10 Marks)

QUESTION FOUR

- a.
 - i. Describe **TWO** ways in which advertising was done during the pre- industrial age. (4 Marks)
 - ii. Discuss any **THREE** sales promotion techniques. (6 Marks)
- b. Discuss how emotional appeal in advertising influences consumer behavior, citing **THREE** specific cases from Kenyan advertising campaigns. (10 Marks)

QUESTION FIVE

- i. Define marketing communication-mix. (2 Marks)
- Describe **FOUR** challenges that could be envisaged in implementing an Integrated Marketing Communication (IMC) programme. (8 Marks)

- iii. Explain **FIVE** regulatory framework governing advertising and sales promotion in Kenya, emphasizing key aspects and their significance. **(10 Marks)**