

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

PM201 : INTEGRATED MARKETING COMMUNICATIONS

DATE : 30 APRIL 2012 (MONDAY)
DURATION : 2 HOURS (8.30 AM – 10.30 AM)

This paper consists of **TEN (10)** pages including the front page.
Section A: Objective (25 questions – answer all)
Section B: Structure (4 questions – answer 3 questions)

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BY THE CHIEF INVIGILATOR

(CLO stated at the end of each question is referring to the learning outcome of the topic assessed. The CLO stated is only for lectures' references.)

SECTION A

OBJECTIVE (25 MARKS)

Instruction: This section consists of 25 objective questions. Answer ALL the questions in the answer booklet.

1. The tools of Integrated Marketing Communications (IMC) is also known as _____.
 - A. Promotion Mix
 - B. Marketing Mix
 - C. Advertising Mix
 - D. Selling Mix

2. To develop the communication objective, marketers need to know where the target audience stands. Which items are included in the 'Buyer Readiness Stage' pyramid?
 - i. Awareness
 - ii. Knowledge
 - iii. Learning
 - iv. Liking
 - A. i, ii, iii
 - B. ii, iii, iv
 - C. i, ii, iv
 - D. i, ii, iii, iv

3. The following are the tools used in Integrated Marketing communications, **EXCEPT** _____.
 - A. advertising
 - B. direct marketing
 - C. sales promotions
 - D. CD-Rooms

4. The communication channel of a company used to move their advertising message from sender to receiver is called the _____.
- A. message
 - B. media
 - C. encoder
 - D. communicator
5. Below are the Five M's of advertising **EXCEPT** _____.
- A. message
 - B. multimedia
 - C. mission
 - D. money
6. Mr. Energizer is an example of _____ used in successful advertising campaigns.
- A. character creations
 - B. fantasy figures
 - C. celebrity spokespeople
 - D. personality symbols
7. All of the following are direct marketing media **EXCEPT** _____.
- A. direct mail
 - B. press relations
 - C. telemarketing
 - D. catalogs
8. All of the following are common uses for a direct marketing customer database **EXCEPT** _____.
- A. generating sales leads
 - B. identifying prospective customers
 - C. profiling customers based on previous purchases
 - D. gathering marketing intelligence about competitors

9. The roles of direct marketing in marketing communications include the following, **EXCEPT** _____.
- A. Car dealer use direct mail to invite prospect to their showroom
 - B. NGO use telemarketing to solicits fund for charities
 - C. Banks use SMS to notify its new services
 - D. People use email for social networking
10. Direct marketing activities always play a major role in other integrated marketing communication channels. For example in **direct marketing and sales promotion relationship**, marketers usually use
- A. websites to manage response and opinion from the public
 - B. direct mail to announce end-of season sales or discounted price
 - C. telemarketing to help salespeople concentrate on selling effort
 - D. email to spread out advertisement of new products
11. A (An) _____ is an online advertisement that pops up between web pages that the user requests.
- A. links
 - B. banners
 - C. pop-up
 - D. interstitials
12. _____ allows consumers to gain additional information about a product through the use of a remote control.
- A. Rich media
 - B. Infomercials
 - C. Podcasting
 - D. Interactive TV
13. One of the internet communication objectives is to create awareness. Which of the following statements is **FALSE**?
- A. Internet can create awareness about product and organization
 - B. Internet can limit the number of customers
 - C. Internet can help marketers expand their markets internationally
 - D. Internet can give larger reach and low cost per exposure

14. Advertising on internet employs a variety of forms. One of the examples of advertising on internet is_____.
- A. Online coupon redemption
 - B. Pop-ups and pop-unders
 - C. Free video downloading
 - D. Online samples
15. The sales promotion that may require a participant to perform some type of activities in order to be eligible to win prizes is a_____.
- A. contest
 - B. refunds
 - C. premium
 - D. price-offs
16. A _____ consists of short-term incentives to encourage the immediate purchase of a product or service.
- A. patronage reward
 - B. segmented promotion
 - C. sales incentive
 - D. sales promotion
17. The following are the sales promotion activities **EXCEPT**_____.
- A. sampling
 - B. couponing
 - C. paid search
 - D. contest
18. Which of the five major promotion tools includes building up a positive corporate image and handling unfavourable stories and events?
- A. sales promotion
 - B. personal selling
 - C. direct marketing
 - D. public relations

19. The following are the marketing objectives aided by the following public relations activities **EXCEPT** _____.
- A. selling the products
 - B. handling rumors
 - C. building trust
 - D. educating customers
20. Which of the following statements is **FALSE**?
- A. The announcement of a new product is an opportunity for the marketer to obtain a publicity
 - B. Many companies use PR as the announcement of a new product
 - C. By assessing public attitudes, the firm may be able to identify potential problems and handle them effectively
 - D. PR can be disseminated to consumers by a number of means, including freestanding inserts in newspapers, direct mail and magazines
21. The processes for developing a public relations plan are as follows **EXCEPT** to _____.
- A. evaluate public attitudes
 - B. determine marketing programme
 - C. establish public relations plan
 - D. develop public relations programme
22. Which of the following statements is **TRUE**?
- A. Public attitudes affect sales of the firm's products
 - B. Public attitudes involve important promotional activities
 - C. Public attitudes are supported by raw materials' manufacturers
 - D. Public attitudes affect the cost of advertising, which is shared by more than one party
23. Which of the following elements of the promotion mix involves making personal connections with customers for the purpose of making sales?
- A. personal selling
 - B. advertising
 - C. e-commerce
 - D. publicity

24. The advantages of personal selling are as follows **EXCEPT** _____.
- A. tailoring of the message
 - B. tackling too many competitors
 - C. allowing immediate feedback
 - D. allowing for two-way interaction
25. The **FOUR (4)** new roles of personal selling according to Kevin Hoffberg and Kevin Corcoran include surveying, mapmaking, guiding and _____.
- A. networking
 - B. encouraging
 - C. demonstrating
 - D. fire starting

SECTION B

ESSAY (75 marks)

Instruction: This section consists of **FOUR (4)** questions. Answer **THREE (3)** questions only.

QUESTION 1



DIAGRAM 1 : THE TOOLS OF INTEGRATED MARKETING COMMUNICATIONS (IMC)

With reference to the above diagram, you are required to:

- (a) Define Integrated Marketing Communications (IMC).

(5 marks)

- (b) Briefly explain any **FIVE (5)** tools of IMC.

(20 marks)

QUESTION 2

- (a) Marketing communications are designed to move customers from awareness to purchase, but it will not happen immediately. Therefore, advertisers set their communications objectives to the various blocks of the pyramid.
- i) Draw and label the communication effect pyramid.
(7 marks)
 - ii) Briefly explain the Integrated Marketing Communications objectives based on communications effect pyramid.
(12 marks)
- (b) List **SIX (6)** ethical considerations relating to advertisement.
(6 marks)

QUESTION 3

Interactive media has become a popular marketing medium among marketers. It has great potential for both business to business and business to consumer market.

- (a) Define interactive media.
(2 marks)
- (b) Describe **FOUR (4)** internet communications objectives.
(8 marks)
- (c) Explain how marketers use internet to implement :
- i. Sales promotion activities
 - ii. Personal selling activities
 - iii. Public relations activities.
- (15 marks)

QUESTION 4

- (a) Define Public Relations. (3 marks)
- (b) List down **FOUR (4)** tools of public relations. (4 marks)
- (c) Public relations add value to the integrated marketing programme. With examples, explain **SIX (6)** functions of public relations. (18 marks)