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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 313

COURSE TITLE: INTEGRATED MARKETING
COMMUNICATION

DATE: 7/01/2022

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES
Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

CASE STUDY

Amason the director of marketing communications and research for Volvo Trucks North America, first proposed putting an ad for Volvo's heavy-duty trucks on the Super Bowl in 1994. His bosses at Swedish parent AB Volvo, who were not familiar with the hype and frenzy that surrounds North American football, must have thought he'd gone a little ditzy.

In fact, early on, Amason himself had some doubts. Did it make sense to spend almost a third of his annual marketing budget on a single ad? Given the narrow target market for Volvo's huge, was it wise to advertise in the granddaddy of mass media spectacles, amidst the glitzy showcase ads run by big spending consumer product companies selling to the masses? Volvo Trucks' target market constituted a mere one percent of the total Super Bowl audience. Moreover, no other heavy-duty truck manufacturer was advertising on television, let alone on the Super Bowl. But the more he thought about it, the more convinced Amason became. Volvo had been selling heavy trucks in North America since 1981 under a variety of nameplates, including Volvo, Autocar, and White/GMC. Its early trucks lacked quality, sold at relatively low prices, and had gained a reputation as low-status "fleet trucks." In recent years, however, Volvo Trucks had consolidated its name plates under the Volvo brand and had developed a new line of premium trucks—the VN Series. These new Volvo trucks were superior to competing premium brands in overall quality, design, safety, and driving comfort. Now, all that remained was to raise Volvo Trucks' old low-status image to match the new high quality reality. That task, Amason knew, would take something dramatic something like the Super Bowl. He persisted and finally won approval to place a single ad in the 1998 Super Bowl.

Adopted from James Careless, Journal 1999 for the purpose of examination.

Read the above case and answer the following questions:

- a) As a Marketing consultant advise Amason on some of the benefits the organization will get when it runs an integrated marketing communication. (10marks)
- b) It is evident Amason and his bosses' lacks practical approach towards determination of promotional budgets. Assist them. (10marks)
- c) After successful implementation of the promotional campaign what are some of the measures that Amason will look at to know whether the campaign has been successful or not. (10marks)

QUESTION TWO

- a) As a marketing consultant when planning for a future marketing communication it may take a number of steps mostly referred to as the marketing communication learning process. Discuss. (10marks)

b) It is paramount for all functional areas in an organization to appreciate promotional activities as an integrative function that affects all operations of the organization. Discuss the reasons why organization are seeking to establish Integrated Marketing Communication (10marks)

QUESTION THREE

a) Integrated Marketing Communication has been looked from the contribution it has had on the growth of the various firms. They are a number of reasons for the failure of integrated marketing communication. Expound on the statement. (10marks)

b) Integrated Marketing Communication being new idea is hardly welcomed by members of an organization but to ensure that management and employees accept this new and systematic way of marketing communication a number of issues have to be addressed. Discuss. (10marks)

QUESTION FOUR

a) Organizations spend huge amount of money on promotional campaigns. As an advertising manager of an organization of your choice, explain the justification of promotional budgets in the firm. (10marks)

b) Wehungu a marketing student was asked the variables that need to be considered in determining the amount to spend on promotion. Enumerate. (10 marks)

QUESTION FIVE

You have invited four advertising agencies to submit their proposals and make presentations to your account. Discuss the criteria you propose to use to enable you to decide which agency will receive the business. (20marks)