



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

**BBA 844: MARKETING COMMUNICATION STRATEGIES**

**DATE: 17/8/2021**

**TIME: 9.00-12.00 PM**

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## **INSTRUCTIONS:**

Answer question **one** (compulsory) and any other **three** questions.

**Read the following case study and answer the questions that follow:**

### **EUROCARD/MASTERCARD: IMBUING A WELL-KNOWN BRAND WITH RICHER EMOTIONAL QUALITIES.**

Europay International and its local partners, market the Eurocard/MasterCard all across Europe. All countries differ in terms of the relative strength of the Eurocard/MasterCard, its target audiences and its major marketing objectives. For example, in central Europe, the main objective is to introduce the concept of credit card: In Germany to motivate and capture first-time card applicants; in France to maintain market share. This has meant that locally generated campaign and media strategies and tactics have been applied throughout the years. In 2000 a global campaign was launched to build brand awareness and to create a stronger emotional bond with the target audiences. The image building campaign was intended to differentiate an essentially generic brand with well-known functional qualities from its competitors. The European wide target group for the campaign was defined as people who use their credit cards intelligently and responsibly, essentially to achieve good things in their lives for their families, their friends, their colleagues and themselves. Eurocard/MasterCard users are supposed to be more family-oriented, more in line with values of personal balance and harmony, rather than hedonistic and materialistic. The basic selling idea is Eurocard/MasterCard: the best way to pay for everything that matters. The creative expression is 'There are some things that money can't buy-for everything else there is Eurocard/MasterCard.'

Television advertising has been used to launch consolidated and leverage the concept of higher level emotional values throughout Europe. The concept has been leveraged across all media and has been used in below-the-line campaigns. Eurocard/MasterCard was a sponsor of the UEFA Euro 2000 and the UEFA Champions League soccer competitions. In all countries, the campaign was extended into various other media. For instance, in France, print and outdoor have become a key part of the media schedule; in the UK, cinema and national press were added; in Italy radio and press were used. Both in Italy and in Germany an internet site was set up, linked to the sponsorship of the Champions league. Research indicates that consumers value the campaign as sensitive and intelligent. It is considered to be advertising that clearly understands people as individuals and addresses them in an adult and positive manner. In April 2001 unprompted brand awareness in nine European markets had increased by 3% to 37%. Unprompted advertising awareness has moved up from 5% to 11%.

- a) Identify Europay International's market objectives and explain the marketing communication tools that enabled brand awareness increase by 3% in nine European markets. (10 marks)
- b) Integrated marketing communication was used by Europay to achieve their objectives. Explain how IMC works. (5 marks)
- c) New forms of promotion like digital communication have been developed in response to changing market and environmental conditions. Discuss the merits and demerits of internet advertising. (10 marks)
- d) In regard to the case study, the image building was intended to differentiate the generic brand. Why was this necessary? (5 marks)
- e) Discuss the components of marketing communication mix (10 marks)

#### **QUESTION TWO (20 MARKS)**

In marketing communication theory, a dialogue is created when there is a shared meaning between a marketer and the target audience.

- a) From the above statement explain the factors that are used to create this meaning. (10 marks)
- b) Explain the relevance of market segmentation to marketing communication strategies. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Using appropriate examples, discuss five different types of marketing communication campaigns. (10 marks)
- b) Discuss any five of the marketing communications tools applicable internationally. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Distinguish between three major types of communication explaining the merits and demerits of each. (14 marks)
- b) Discuss three reasons why a firm may seek the services of an advertising agency? (6 marks)

**QUESTION FIVE (20 MARKS)**

- a) Direct-response marketing is delivered through a wide variety of media. Write short notes on at least three of them. (9 marks)
- b) Using relevant examples, discuss the promotional tools available to a marketer dealing with fast moving consumer products. (11 marks)