



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

SECOND SEMESTER 2022/2023 EXAMINATION

COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS

COURSE CODE: MAS 306

COURSE UNIT: 2

DURATION: 2 HOURS

INSTRUCTION: ANSWER THREE QUESTIONS IN ALL. QUESTION ONE IS COMPULSORY.

1. (a) Explain with relevant examples what you understand by marketing mix {10 marks}
(b). Briefly discuss the elements of marketing mix {20 marks}
2. (a) Discuss the reasons for the growing importance of IMC {10 marks}
(b) Explain the relationship between public relations and marketing {10 marks}
3. Briefly discuss the following:
 - a) Sales promotion
 - b) Barter era
 - c) Production orientation
 - d) Selling orientation {20marks}
4. (a) Justify why advertising is inadequate for all marketing communication tasks {10 marks}
(b) Identify 10 ways by which your target market can be described. {10 marks}
5. (a) Discuss the relationship between conventional research and marketing research {10 marks}
b. Highlight TEN merits of marketing research {10 marks}