

KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 25 May 2017.

Time Allowed: 3 hours.

Answer any TWO questions in SECTION I and any THREE questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) With reference to marketing segmentation, describe the following terms:
- (i) Psychographic segmentation. (2 marks)
 - (ii) Counter segmentation. (2 marks)
- (b) Social advertising is advertising that relies on social information in generating, targeting and delivering marketing communications.
- With reference to the above statement, outline eight benefits of social advertising to a company. (8 marks)
- (c) Explain four merits of distributing products through multiple outlets. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss five methods of pre-testing an advertisement. (10 marks)
- (b) Examine five marketing practices which could be deemed negative by consumers. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Describe five types of sales promotion techniques. (5 marks)
- (b) Highlight five strategies that could be employed by an organisation to maintain relevancy of a product throughout the stages of its life cycle. (5 marks)
- (c) Outline five factors that could be considered while developing a promotional message. (5 marks)
- (d) Explain five advantages of penetration pricing to a firm. (5 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Summarise four contents of the media contact list. (4 marks)
- (b) Describe three types of employee communication goals. (6 marks)
- (c) Lobbying is the act of promoting an organisation's agenda to decision makers in order to influence a specific reform.
- With reference to the above statement, outline five activities involved in the lobbying process. (5 marks)
- (d) Highlight five guidelines which should be considered while establishing a corporate blog. (5 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Analyse five social media conventions for companies using social networks to achieve public relations goals. (10 marks)
- (b) In the context of public relations, describe five corporate social responsibility philosophies. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) (i) With reference to public relations, explain the “diffusion theory”. (2 marks)
- (ii) Describe five steps associated with diffusion theory in the context of adoption of new ideas. (10 marks)
- (b) Explain four benefits of sponsorship to a sponsoring company. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) In the context of public relations, explain the following terms:
- (i) Crowd. (2 marks)
- (ii) Public. (2 marks)
- (iii) Mass. (2 marks)
- (b) Assess four forms of press releases. (8 marks)
- (c) Describe the role of research in public relations. (6 marks)
- (Total: 20 marks)**
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