

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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