



## **UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
CERTIFICATE IN FUNDAMENTALS OF MARKETING COMM. /BUSINESS  
ADMINISTRATION  
FIRST SEMESTER 2023/2024  
[AUGUST-DECEMBER, 2023]**

**CSM 013: FUNDAMENTALS OF MARKETING COMMUNICATIONS**  
**STREAM: Y1 S1** **TIME: 2 HOURS**

**DAY: MONDAY, 3.00 – 5.00 P.M.** **DATE: 27/11/2023**

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### **INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions.***

### **QUESTION ONE**

List and explain the Fundamentals of marketing communication. (25 marks)

### **QUESTION 2**

Explain the elements of communication process (15 marks)

### **QUESTION 3**

Effective Communication is only possible through a media, List and explain the Communication medias available. (15 marks)

### **QUESTION 4**

Describe the Marketing Communication process steps you know (15 marks)

### **QUESTION 5**

Explain the importance of Marketing communication to a business (15 marks)