



UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]

DJM 0208: MEDIA MARKETING

STREAM: Y2S1

TIME: 2 HOURS

DAY: TUESDAY, 9:00 – 11:00 AM

DATE: 20/12/2022

INSTRUCTIONS

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

QUESTION ONE

- Outline and explain any five factors affecting the choice of a channel of distribution (10 marks)
- Marketers nowadays utilise social media marketing strategy to market company products and services. Explain any five advantages of using this type of marketing channel (10 marks)
- Highlight five communication challenges likely to be encountered in the market place and recommend the measures that may be employed to minimise the challenges (10 marks)

QUESTION TWO

- Marketing mix is a set of actions or tactics that Marketers use to promote their products in the market place by influencing consumers. Outline the importance of marketing mix in the media industry (10 marks)
- Using a diagram, discuss the life cycle of a product (10 marks)

QUESTION THREE

- a) Study of demographic factors provides customer profile that is a basic need for market segmentation as well as selecting target market. Discuss this statement. (12 marks)
- b) Explain the functions of a marketing department in an organization (8 marks)

QUESTION FOUR

- a) Define channel of distribution and explain five functions of channels of distribution (10 marks)
- b) Discuss the importance of information technology (IT) in ensuring efficiency of a channel of distribution (10 marks)

QUESTION FIVE

- a. Identify and explain functions of any marketing communication message (12 marks)
- b. List and explain the factors that affect the external environment in marketing (8 marks)