

# **SECOND YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y2 S2)**

## **DJM 0208: MEDIA MARKETING**

*Answer Question ONE and Any other TWO*

### **Question 1 (30 Marks)**

- a) Considering the adaptation of information technology by most businesses in its operations nowadays, Explain **FIVE** advantages of digital marketing (10 mks)
- b) Explain **FIVE** socio-cultural factors affecting consumer buying decisions. (10 mks)
- c) Briefly explain **FIVE** factors considered in selecting the type of media marketing channel (10 mks)

### **Question 2**

- a) Explain **FIVE** challenges encountered by the marketing department of an organization after launching a new product to the market (10 mks)
- b) Describe the advantages of content marketing to the growth of a companies consumer base (10 mks)

### **Question 3**

- a) With the help of a diagram, **Explain** the new product development stages. (10 mks)
- b) Price is the sum of the values that consumers exchange for the benefits of having or using a product or service. In view of this, discuss **FIVE** factors affecting pricing decisions in an organization. (10 mks)

### **Question 4**

- a) Discuss **FIVE** steps in the consumer buying decision process (10 mks)
- b) Outline **FIVE** ways in which information technology (IT) ensures safety of a channel of distribution (10mks)

### **Question 5**

- a. With reference to Kenya, elaborate **SIX** demographic factors that affect demand of goods and services in a market segment (12 mks)
- b. Explain **Four** factors that form the micro environment in media marketing (8 mks)

