



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

CCM 407: INTERGRATED MARKETING COMMUNICATION

2nd SEMESTER 2024/2025

TIME: 2HOURS

INSTRUCTIONS: Answer Question ONE and any other TWO

1. Examine using examples any five reasons intergrated marketing communication is important in modern marketing. (20 marks)
2. Discuss the roles of market segmentation targeting positioning and provide examples of their relevance in an intergrated marketing campaign. (20 marks)
3. Evaluate with examples how social media can be effectively intergrated into an imc campaign. (20 marks)
4. Examine any five roles of branding and messaging in marketing communication. (20 marks)
5. Explain using examples the role of media planning and budgeting in an imc campaign. (20 marks)