



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

BBA 844: MARKETING COMMUNICATIONS AND STRATEGY

DATE: Tuesday, 6th February 2018

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

Answer question one and any other three questions

Hyatt Hotels, Mombasa is a five Star Hotel located near Nyali Beach. The major clientele for the hotel is travelers from US, UK and Australia. The hotel has been having 78 percent occupancy since establishment. The room tariff is as follows:

Double room KES. 9000

Suite KES. 18000

The tariff includes breakfast and complementary drinks. The year 2016/17 has not been good due to travelers not coming to Kenya on account of terrorism, and elections. There is a steep fall in occupancy ratio from 78 percent to 24 percent. So far the hotel was targeting only international travelers because of the drop in the international tourism they had to reorient their strategy in favour of attracting the domestic tourists.

Andrew Reuben GM, marketing proposed that there should be increase in the ad spend in the domestic media as well as offer suitable sales promotion incentives to tourists as well as travel agents.

Question One

- (a) Hyatt Hotels marketing objectives and strategy relate directly to the marketing communications objectives and strategies so that they can accomplish in reaching out to the customers, discuss the four objectives attained in relation to marketing and communication.

(15 marks)

- (b) Discuss the sales promotion tools which can be integrated in the communication.

(15 marks)

Question Two

Behavioral theories believe that marketing communications activity should be based on creating the correct environmental cues for the individual and monitoring the responses to these cues as a guide to future activity. Explain the strong and weak theories in advertising and discuss the differences between strong and weak theories in advertising.

(10 marks)

Question Three

What are the main characteristics of media planning as part of integrated media communications? What are the main parts of the media planning process, what the planner should take into account? How should choices be justified and measured?

(10 marks)

Question Four

Discuss what do you consider are the key determinants of ineffective communication?

(10 marks)

Question Five

Budgeting /processes include everything from the ubiquitous 'back-of-an-envelope' calculation to major planning proposal exercise. Discuss them.

(10 marks)