MARKETING COMMUNICATIONS

Description

This examination is divided into two distinct sections. Section I is COMPULSORY AND CARRIES 40% OF THE MARKS OF THE WHOLE PAPER. Candidates are advised, therefore, to budget their time accordingly. Section II is made up of SEVEN questions and requires you to answer THREE questions only, Question 1 being COMPULSORY. You should read ALL the questions before making your choice. All questions in this section carry equal marks i.e. 20% each.

In both sections you should define your terms and give evidence to support your arguments.

DO NOT repeat the question in your answer. Show clearly the number of the question attempted on the appropriate places of the answer book. Rough workings should be included