



INTEGRATED MARKETING COMMUNICATION

OCTOBER 2021

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 5th OCTOBER 2021

Three hours duration

The Mock will be 3 hours in duration

The mock has **THREE** Compulsory parts.

You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A

- 1) Develop an integrated marketing communications plan for an organization of your choice. Your plan must include a highly competent and skilled team for implementation purposes

(20 Marks)

- 2) Explain how your company can utilize digital platforms and channels to ensure effective Integrated Marketing Communications (20 Marks)

PART B

- 3) Describe how IMC can help to build relationships with potential customers, improve brand image and ensure a positive brand reputation for your company (20 Marks)

- 4) Develop an IMC campaign with the main objective of increasing sales for any company of your choice detailing the various communication mix elements which will optimize the company's IMC efforts (20 marks)

PART C

- 5) With the help of an illustration, demonstrate how "Noise" , within the communication process, could affect your organization's communication efforts (20 Marks)

