

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL  
DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING**

**MAIN PAPER**

**MG 211:                   MARKETING COMMUNICATIONS**

**INTAKE 26:           SECOND YEAR FIRST SEMESTER**

**TIME:                   2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

Answer Question 1 and any other two

## Question 1

### Miller Lite

For years, Miller Lite achieved tremendous success with its “Great Taste . . . Less Filling” campaign, which *Advertising Age* ranked as the eighth best campaign in history. But when the recent joint venture MillerCoors took over the Miller Lite brand, it decided to focus exclusively on the “great taste” part, a positioning formula credited for 16 consecutive quarters of growth for competitor Coors Light. Unfortunately, the change in the Miller Lite branding strategy occurred as consumers began to count every penny and demand greater value in the face of new economic realities. In the new economic environment, the single-feature message didn’t deliver. Miller Lite immediately began losing sales, posting its worst quarter in more than a decade. With more choices than ever in a beer market flooded with full-flavored crafts, imports, and microbrews, industry insiders have questioned MillerCoors’ taste only focus. To muddy the waters even further, MillerCoors halted the brand’s regular pattern of price cuts and discounts. It has also increased the Miller Lite advertising budget and added some packaging innovations, such as a “Taste-Protector Cap” and a “Taste Activated Bottle.” Andy England, chief marketing officer of Miller Coors, is convinced that the company has Miller Lite on the right track. Given that Miller Lite’s sales have yet to turn around, observers are not convinced.

**Source:** .P.Kotler , 14<sup>th</sup> edition ,2014

### Required

- a) In your opinion, which marketing communications tools can Miller use to boost their sales? [20]
- b) Describe any five advertising budgeting methods Millers may use. [20]

## Question 2

Explain the following marketing communications concepts;

- i) Event Management ; [5]
- ii) Crisis Management; [5]
- iii) Cause-related Marketing and [5]
- iv) Publicity [5]

## Question 3

Explain any five ways of handling objections in personal selling. [20]

## Question 4

Examine any 5 public relations tools at the disposal of the Public Relations department. [20]

**Question 5**

Describe the factors influencing the growth of Direct Marketing. [20]

**Question 6**

Examine any five point of purchase materials that a marketing manager may use. [20]

**END**