



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

**SUBJECT: Integrated Marketing
Communications**

**PAPER NO: 531/21/S04
531/23/M01**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer ANY FIVE questions.**
- 2. All questions carry equal marks.**

PAPER NO: 531/21/S04 & 531/23/M01 – INTEGRATED MARKETING COMMUNICATIONS

QUESTION 1

Describe the seven elements of personal selling process. (20 marks)

QUESTION 2

Explain any ten (10) objectives of marketing communication. (20 marks)

QUESTION 3

Identify and explain four (4) major arguments of using an Advertising Agency in coming up with advertisements. (20 marks)

QUESTION 4

Sponsorship is a waste of resources for the firm. Justify the five reasons of undertaking sponsorship programmes. (20 marks)

QUESTION 5

Discuss any five (5) common features of messages that tend to have lasting impact in customers. (20 marks)

QUESTION 6

Discuss five (5) different methods that can be used to come up with integrated marketing communication budget. (20 marks)

QUESTION 7

Write short notes on

- (a) Press releases (5 marks)
- (b) Facility visit (5 marks)
- (c) Press conference (5 marks)
- (d) Corporate image (5 marks)

...../cn