



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: 531/23/M01
SUBJECT: Marketing Communication 531/15/S02

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) All questions carry equal marks.
- 3) Start each question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Elaborate on any five (5) objectives of integrated marketing communications.
(20 marks)

QUESTION 2

Explain the stages of the Public Relations process.
(20 marks)

QUESTION 3

Describe the steps in the integrated marketing communication planning.
(20 marks)

QUESTION 4

Outline any five (5) benefits and five (5) drawbacks of print media. (20 marks)

QUESTION 5

Highlight any four (4) methods that marketing managers can employ in evaluating broadcast media.
(20 marks)

QUESTION 6

Demonstrate in five (5) ways the role of integrated marketing communication in building brand identity.
(20 marks)

QUESTION 7

Examine any five (5) different budgeting methods to be considered in coming up with an integrated marketing communication budget.
(20 marks)

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