

Integrated Marketing Communication Exam Paper

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program for advertising, sales promotion, direct marketing, and public relations.

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a) Explain FIVE reasons why most companies have embraced the integrated marketing communications (IMC) strategy for promotion of their products and services. (10 Marks) b) Many companies are increasingly using direct marketing to promote their products and services. Explain any SIX benefits that may be derived by such organizations. (12 Marks)

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