



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 2, 2007. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and or international examples of marketing practice)

1. *“Sceptics have suggested that IMC (Integrated Marketing Communications) is little more than a management fashion that is short-lived”.*
(Shimp, 2007: 7).
Critically discuss.
2. Select a car brand with which you are familiar. Discuss how this brand’s positioning and targeting may have influenced the brand manager’s decisions regarding creative strategy and media placement for the brand.
3. Explore the various methods by which an advertising agency may be remunerated by its client.
4. According to the Institute of Advertising Practitioners in Ireland (IAPI), online advertising expenditure overtook cinema advertising for the first time in 2006.
What are the implications of the emergence of on-line advertising for the marketing manager’s use of traditional advertising media?
5. Critically examine two creative appeals that seek to trigger negative emotions, indicating your views on the effectiveness of each appeal.
6. Examine a number of methods that marketers may use to measure the effectiveness of their advertising messages.
7. Critically evaluate the role of trade-oriented sales promotions in the competitive grocery market in Ireland.

P.T.O.

8. Examine the tools of Marketing Public Relations (MPR) that may be used to generate publicity for a new product.