



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, 23RD AUGUST 2000. 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 examples of marketing practice)

1. How do marketing communicators influence customers' attitudes and behaviours through persuasive efforts?
2. How has the demand for greater accountability in advertising affected the budget decision for advertising in practice?
3. "The contention is that new, interactive media are superior to the traditional media."
Discuss
4. Evaluate any two types of advertising messages; clearly indicate when each of these advertising techniques is most effective.
5. Consider consumer-oriented sales promotion techniques in terms of their marketing objectives and their consumer rewards.
6. Advise an integrated marketing communications client on how to select and evaluate the functions of a marketing communications agency.
7. As a marketing manager you know that you cannot control the final message when you communicate through publicity. What steps could you take to reduce the chance of miscommunication or negative communication?
8. Advise a marketing manager on the effective use of event marketing.