



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, 3RD MAY 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. Discuss the nature of meaning in marketing communications using a semiotic perspective.
2. Advise a marketing manager on the factors that should be considered in setting advertising objectives for a product of your choice.
3. You are an advertising executive with an account for a new cosmetic product aimed at 18 – 30 year old women. Detail the decisions you would take when setting the media objectives for this campaign.
4. Outline a creative framework for understanding the relationship between consumers and advertising messages.
5. Evaluate the role of the database in direct marketing.
6. Describe the outcomes of a well-integrated marketing concept for a brand of your choice.
7. How does consumer responsiveness to sales promotion deals affect a brand's profitability?
8. Discuss whether a distinction can be made between the marketing communications aspects of public relations and general public relations.