



WEDNESDAY, AUGUST 22, 2001. 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 international examples of marketing practice)

1. Outline a comprehensive framework that fully integrates the various aspects of the marketing communications process.
2. Communication is something one does *with* another person, not something one does *to* another person. Advertisers should consider what people do with advertising and not what advertising does to people. Discuss the implications of such an approach in examining the communications process for advertising.
3. Products in many advertisements receive explicit endorsement from a variety of popular public figures. Outline the role and attributes of endorsers in advertising.
4. Advise a marketing manager on how to set marketing communications objectives for a new family car.
5. The concept of means end chain is described as a mechanism to bridge the advertiser's creative process and the values that drive consumers' product and brand choices. Discuss.
6. Explain how a business might use public relations to its advantage.
7. How are marketers using direct advertising and database marketing to select and serve customers?

P.T.O.

8. Advertising is often accused of various ethical violations for example, that it is deceptive, manipulative and offensive. Explain how the regulatory environment for Ireland does/does not protect the consumer.