



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 9, 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. *“Marketing Communications is a critical aspect of a company’s overall marketing mission and a major determinant of its success.”* (Shimp)
Discuss.
2. Using a communications model show how consumers receive, process and respond to an Internet marketing communications campaign of your choice.
3. How does the concept of elaboration help a marketing manager to develop persuasive communication?
4. Advertising is costly, often its effects are uncertain and it can take a while to impact on consumers. How can a well-defined advertising strategy contribute to the impact of a given campaign?
5. Great ads like Miss Clairol, 1955: “Does She... or doesn’t she?” and Macintosh Computer, 1984: “1984” depend on a good message. Outline the creative process underlying advertising strategy.
6. Setting the marketing communications budget is in many respects the most difficult marketing communications decision. Explain why this is so.

P.T.O.

7. Examine the role and function of the marketing communication agency/agencies in an integrated marketing communications campaign.
8. Discuss the role of sales promotion in influencing the trade and the consumer.