



WEDNESDAY, AUGUST 21, 2002. 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. From a marketing communications perspective, describe the role and nature of attitudes and the different mechanisms by which they are formed or changed
2. Show how the MECCAs model provides a procedure for applying the concept of means end chains to the creation of advertising.
3. Advise a community group which aims to foster harmonious interactions with its publics, on the functions and activities of public relations.
4. Describe the structure and functions of an integrated marketing communications agency.
5. Media strategy has been described as the most complicated of all marketing communication decisions. Show how the media planning process can aid in decisions related to media strategy for a product/service of your choice.
6. Brand managers in the highly competitive beverage industry must continually try to increase interest in their brands and to create trial, retrieval and purchase behaviour. Elaborate on some interesting promotions that can effectively accomplish these objectives.

P.T.O.

7. Taking an advertising campaign of your choice, elaborate on research which would show the effectiveness of the campaign.

8. Explain how the use of the internet might assist an organisation's branding strategy.