



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 8, 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. Discuss the nature of meaning in marketing communications using a semiotic perspective.
2. How would you advise a marketing manager to achieve the objective of marketing communications, which is to enhance a brand's equity?
3. Marketing communications is often accused of various ethical violations. These criticisms include that advertising is deceptive, manipulative, offensive and plays on people's insecurities and fears. From theory, case studies, or your own experience, provide evidence to support or counter argue these claims.
4. Show how the internet is changing the way marketing communications are used by organisations.
5. The Hierarchy of Effects model has been described as a metaphor for consumers moving through the advertising process. Describe any Hierarchy of Effects model and the assumptions on which it is based.

P.T.O.

6. The use of advertising to access consumer values opens the possibility of a variety of different creative approaches to provide an execution framework and to leverage the value orientation of the advertising strategy. Discuss.
7. Examine a segmentation model of consumer response to sales promotion deals. Outline the profit implications for each segment.
8. As a marketing manager for either an arts or sports activity, evaluate the factors that you would consider when approaching a sponsor for sponsorship of the event.