



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, AUGUST 20, 2003. 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. Explain the philosophy of Integrated Marketing Communications and show why IMC can be a sustainable advantage of marketing organizations.
2. Why is the distinction between the consumer processing model and the hedonic experiential model of consumer choice an important one for marketing communications?
3. In theory, budget setting is a simple matter, but the theoretical requirements are genuinely unattainable in practice. Explain the reason for this and how practitioners make the budgeting decision in marketing communications.
4. Outline the trade-offs that you would consider in determining the media objectives for an existing car advertising campaign of your choice.
5. Examine the brand management objectives and consumer rewards of consumer sales promotions. Take one sales promotion technique and show why it is superior to other techniques in achieving objectives and rewards.
6. There has been much debate recently about the effect of advertising on alcohol consumption. What are the ethical and regulatory decisions that should be considered in relation to advertising of alcohol?

P.T.O.

7. Advise a marketing manager for a business to consumer (B2C) product or service on the role of databases and data mining in marketing communications.
8. How will the growing internationalization of Irish advertising agencies affect the agency client relationship?