



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 7, 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. The objective of marketing communications is to enhance brand equity as a means of moving customers to favourable action toward the brand. Suggest a framework of decisions that you would consider to enhance brand equity for a brand of your choice.
2. How would you use positioning and targeting to develop a marketing communications campaign which would help rescue Levi's from its declining market position?
3. Examine the nature of persuasion in explaining how marketing communications works via the Elaboration Likelihood Model.
4. Advise a marketing manager for a fast food brand on the relationship between a brand's share of market and its share of voice. Show the implications for advertising budgeting.
5. Although we are bombarded every day by advertisements, creatives have classified all ads into six specific strategies. Illustrate when and how you would use each one.
6. How does the Internet compare with traditional advertising media?

P.T.O.

7. Describe manufacturers' efforts to solve trade allowance problems in the grocery industry.
8. Explain event sponsorship and how to select appropriate events.