



## Diploma in Marketing - Stage 3

### MARKETING COMMUNICATIONS

**WEDNESDAY, AUGUST 18, 2004. 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. Describe the trends and challenges facing Marketing Communications in Ireland.
2. How can sponsorship be used to achieve a variety of objectives with different target groups?
3. As a marketing communications manager for an online retailer, detail how you would attempt to change consumers' attitudes about the risks of online shopping.
4. How do the advertising agency and the client work together to create effective advertising?
5. Select a television campaign for any brand of your choice; propose a procedure to test the effectiveness of the campaign.
6. Discuss the objectives of trade-oriented promotions and the factors critical to building a successful trade promotion campaign.
7. Taking an organization of your choice, identify the main stakeholders and comment on why it is important to communicate with each of them.
8. Compare and contrast mass marketing communications media and the media of direct marketing.