



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 5, 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. Explain how marketing communications strategies affect the nature and importance of brand equity for a brand of your choice.
2. Examine the nature of meaning in marketing communications and show how marketing communications draw meaning from the culturally constituted world.
3. How will the trend towards interactivity, arising from Direct Marketing, and expanding with the increasing penetration of the Internet, affect marketing communications?
4. What are the practical budgeting considerations that marketing communications decision makers must consider in practice?
5. Explain the Meccas model and describe an advertising campaign of your choice in terms of the model.
6. Describe the media strategy for an FMCG product of your choice.
7. Discuss the ethical issues involved in sports sponsorships.
8. Examine the strategic and tactical roles of sales promotion in the promotional mix.