



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, AUGUST 17, 2005. 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. Select a company and assess whether it is successfully integrating its marketing communications activities.
2. Examine the importance of setting marketing communications objectives and comment on the characteristics of such objectives.
3. Critically discuss the practice of ambush marketing and the ambush strategies which may be used in a sponsorship context.
4. To what extent is advertising in Ireland sufficiently regulated.
5. You are planning an advertising campaign for a new mobile phone which will target the third level student market in Ireland. What factors would you consider in the inter-media decision?
6. Explore how various groups of customers respond in different ways to sales promotions and the resulting profit implications.
7. Discuss the criteria which may be used to select an advertising agency.
8. Examine two models which explain how consumers process and respond to marketing communications stimuli.