



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 11, 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. Shimp (2003) suggests that the aim of all marketing communications activities is ultimately to build and enhance a brand's equity.
Discuss.
2. How does the Hierarchy of Effects perspective aid our understanding of how advertising works? Your answer should examine one theory from this perspective.
3. A database has been referred to as a corporate asset to be exploited. Critically examine this statement.
4. Explore the creative strategies available to an advertiser and comment on the appropriateness of each strategy in developing an advertising campaign for a soft drink.
5. Evaluate the constituent components of corporate identity, giving examples of organisations which you deem to have a strong corporate identity.
6. Discuss the criticisms that can be levelled at the practice of advertising to children, indicating whether you believe each criticism is justified.
7. Explore the factors involved in maintaining an effective advertising agency–client relationship.
8. Examine the relationship between creative and effective advertising.