



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, AUGUST 16, 2006. 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. Examine the different methods that may be used to arrive at a marketing communications budget.
2. Critically evaluate the role of means-end chaining in an advertising context.
3. Examine the current trends and developments in the Irish media market.
4. Discuss the role and components of an advertising brief.
5. Sales promotions can offer the customer an immediate or delayed reward. Assess the consumer sales promotions that apply in this context.
6. Examine the defining characteristics and benefits of direct marketing.
7. Discuss how public relations can be used in a proactive and reactive manner.
8. Explore the ethical issues which can arise in marketing communications.