



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, MAY 17, 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. Discuss the concept of Integrated Marketing Communications, indicating the barriers to its implementation.
2. Examine how marketers seek to create and transfer meaning in marketing communications messages.
3. Explore the role of celebrity endorsement, indicating the criteria you would use to select a celebrity endorser.
4. Discuss the role and structure of a full-service advertising agency.
5. Examine the various tools of persuasion that marketers use with a view to influencing their target audiences.
6. To what extent is the Internet posing a challenge to the more established media?
7. It has been suggested that sales promotion is a short-term, tactical tool as opposed to being a long-term strategic activity. Critically discuss.
8. As a Public Relations Officer in a major food company, you have to address a negative public relations (PR) situation that has arisen, namely a food safety scare pertaining to your company. What are the PR guidelines that you would follow in this context?