



## Diploma in Marketing - Stage 3

### MARKETING COMMUNICATIONS

WEDNESDAY, AUGUST 15, 2007. 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 or international examples of marketing practice)**

1. *“Effective and consistent marketing communications efforts are needed to build on and maintain brand equity”*. (Shimp, 2007:40).  
Discuss.
2. Discuss your understanding of the Consumer Processing Model (CPM), indicating the type of consumer behaviour to which it applies.
3. Although most marketing executives would agree on the importance of measuring the effectiveness of their advertising messages, there are a number of difficulties in doing so.  
Discuss.
4. Critically examine the use of comparative advertising, indicating its relative suitability to different situations.
5. Your advertising agency is promoting a new line of clothing aimed at 18-25 year old women. Discuss the decisions that you would take when setting the media objectives for the campaign.
6. Examine the role and use of the database in the context of a supermarket’s marketing communications activities.

P.T.O.

7. When might an organisation need to use reactive Marketing Public Relations (MPR) and accordingly, what principles should be followed?
8. Critically discuss the limitations of sales promotions, in both a consumer and trade context.