



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

WEDNESDAY, AUGUST 13, 2008. 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. Examine the defining characteristics of Integrated Marketing Communications (IMC), giving examples of organisations that you feel are successfully practising integration.
2. Explore the concerns which prevail regarding the practice of advertising to children, indicating whether you think each concern is justified.
3. What decisions must a media planner make when selecting between the various media options?
4. Examine the different methods which can be used to arrive at advertising budgets, indicating the relative merits of each.
5. Critically examine the role of the means-end chaining approach in creative strategy development.
6. Explore the cornerstones of an effective advertising agency-client relationship.
7. Examine the reasons for the growth of direct marketing in Ireland.
8. Select a sponsorship event with which you are familiar and evaluate whether the event offers a suitable association for the brand in question.