

UNIVERSITY OF BRADFORD

MSc MARKETING COMMUNICATIONS

MAN4147M

09 May 2013

13:00 – 14:00 hours

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This is a **CLOSED BOOK** examination

Please answer **TWO** questions out of **FIVE**

Each question carries equal marks

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1. According to Fill there are 4 (four) advertising frameworks, critically discuss how these explain how advertising might work.  

*(50 marks)*
  
2. Using a company of your choice to illustrate your answer, critically discuss the components of a creative brief to be issued to an advertising agency.  

*(50 marks)*
  
3. Discuss the role that packaging plays in a brand's communication strategy. Giving examples of how packaging can influence buying behaviour?  

*(50 marks)*
  
4. Using appropriate examples, critically discuss and illustrate the roles and contributions of Opinion Leaders and Opinion Formers within a communication plan.  

*(50 marks)*
  
5. "Forget television advertising, put your brand's promotional budget into Social Media."  
Critically discuss the above advice to brand marketers, using appropriate examples to illustrate your answer.  

*(50 marks)*