

UNIVERSITY OF BRADFORD  
MSc MARKETING COMMUNICATIONS  
MAN4147M

17 January 2013

13:00 – 14:00 hours

---

This is a **CLOSED BOOK** examination  
Please answer **TWO** questions out of **FIVE**  
Each question carries equal marks

Please answer **TWO** questions out of **FIVE**  
Each question carries equal marks

1. A simple definition of Public Relations is: “the development and maintenance of good relationships with different publics.”

With reference to an organization of your choice, identify each of the “publics” with which it must develop good relationships, and describe the major interests of each in the organization.

(30 marks)

Describe the most appropriate Public Relations tools that the organization can use to reach these “publics.”

(20 marks)

2. “The focus of marketing has moved from ‘customer acquisition’ through ‘customer retention’ to ‘customer selection’.” (Smith and Taylor 2004)

Discuss, with examples, how such changes have influenced the marketing communications mix.

(50 marks)

3. “It is difficult to produce good creative work without a good brief.” (IPA)

Explain the importance of a clear brief to both the client and the creative agency.

(15 marks)

Discuss what a good brief should contain.

(35 marks)

4. With reference to a Social Network site of your choice, critically discuss the potential opportunities and challenges which it provides for Marketing Communications.

(50 marks)

- 5 (a) Discuss the advantages of Television as an advertising medium for a major fmcg company. (25 marks)
- (b) Why do many commentators believe that TV advertising is becoming less effective? (25 marks)