

UNIVERSITY OF BRADFORD
MSc MARKETING COMMUNICATIONS
MAN4147M

12th May 2014

16:00 – 17:30 hours

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

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1. *“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.*

2. *Marketing communications do not take place in isolation, but have to compete with many other messages aimed towards consumers. Critically discuss the standard communications model, and suggest ways in which a marketer can try to ensure that their message is heard.*

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. *Fill suggests there are 4 (four) advertising frameworks, critically discuss how these explain how advertising might work.*

5. *Critically analyse the power of ‘word of mouth’ and ‘personal influence’ in the marketing communication process and describe how marketers can exploit these when developing communications strategies. Provide examples to illustrate your answer.*