

UNIVERSITY OF BRADFORD

MSc MARKETING COMMUNICATIONS

MAN4147M

Friday 10th January 2014

16:00 – 17:30 hours

Main

This is a **CLOSED BOOK** examination

Please answer **TWO** questions
Each question carries equal marks

Question 1

1. You have been asked to advise a company on the selection of a brand spokesperson to 'front' a new marketing communications campaign. Discuss the advantages and disadvantages of the various types of spokesperson and outline the key criteria, which should be used in the selection process.

(50 marks)

2. Critically evaluate the advantages and disadvantages of personal selling as a communications tool within the B to B and B to C market environment.

(50 marks)

3. A number of recent cases of food poisoning in Bradford are rumoured to have been caused by ice cream from a local manufacturer. Advise the company how they should respond to this challenge to their reputation. Particular attention should be given to how relevant the full range of communications techniques may be to this task.

(50 marks)

4. 'The purpose of advertising is to sell'. David Ogilvy.

Do you agree with him? Discuss the functions that advertising fulfils, and illustrate your answer with examples.

(50 marks)

5. You have been appointed as the Marketing Manager for a small business. The Board does not understand how Social Media can be used as part of the marketing communications mix. Write a brief report to explain the benefits and opportunities associated with Social Media as well as issues the Board may need to consider.

(50 marks)