



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

TUESDAY, MAY 11, 2010. 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 the question in your 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. *“Organisations will start this year to get less obsessed about what site they’re on and focus more on whether the content they’re producing or the interactivity, especially around customer service, is engaging”.*
(Piaras Kelly, Sunday Business Post, January 24, 2010).
Discuss this perspective in the context of the effective use of online media.
2. Examine the contention that brand positioning is a critical preliminary activity to developing a successful marketing communications programme.
3. Discuss the cornerstones of an effective advertising agency–client relationship.
4. Whilst Integrated Marketing Communications (IMC) is a very attractive concept, it can be very difficult to implement.
Critically discuss this perspective.
5. Examine the characteristics of effective advertising, giving examples of advertisements that you deem to excel with regard to each characteristic.
6. Examine the major challenges and opportunities to which the Irish advertising industry should be paying attention.

P.T.O.

7. *“Most marcom [marketing communications] practitioners and brand managers have historically believed that marketing public relations’ role is specialised and limited”.*
(Shimp: 2010: 536).
Critically discuss.
8. Explore the increasing attractiveness of sales promotions to consumers in the context of an economic downturn.