



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

TUESDAY, AUGUST 18, 2009. 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 question in 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. Explore the factors that are currently driving the use of search engine advertising, whilst also indicating the problems inherent in such a form of advertising.
2. Discuss the importance of brand positioning in the development of successful marketing communications programmes.
3. “The television sector in 2009 will suffer from a downturn in advertising spend which was already down 30 per cent at end of 2008”.
(Sunday Business Post, 4th January 2009).
Examine the effectiveness of product placement in vehicles such as movies and television programmes as an alternative to television advertising.
4. Discuss the extent to which you think there is excessive concern about the practice of subliminal advertising.
5. It has been suggested that the sophisticated management of databases is the engine that drives successful direct marketing.
Critically discuss this perspective.

P.T.O.

6. “Publicity is absolutely critical. You have to get your brand out and about, particularly if you’re a consumer-oriented brand....A good PR [public relations] story is infinitely more effective than a full-page ad”.
(Sir Richard Branson, 2008:63).
Critically discuss this perspective on public relations.
7. Discuss the contention that sales promotion is a short-term tactical tool, as opposed to being a long-term strategic activity.
8. Examine the methods that can be used to set advertising budgets, indicating the merits and limitations of each.