Summer Examinations 2015

MKT201115N

Module Title: Integrated Marketing Communications
Level: Five
Time Allowed: Two Hours

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Answer **two** questions: **one** from Section A and **one** compulsory question from Section B.
- Section A carries 40% of the overall marks.
- Section B carries 60% of the overall marks.
- Where a question has more than one part the division of marks is stated.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.

| No. of Pages | 5 |
| No. of Questions | 4 |

Page 1 of 5
Section A

Answer one question out of three questions

Question 1

The purchase of a special holiday would be considered a different type of purchasing behaviour from the purchase of car insurance.

Utilise either the FCB grid or the Rossiter Percy Grid to assist in discussing how these two products should be advertised differently.

(40 marks)

Question 2

If implemented fully, IMC can provide an organisation with a competitive advantage.

Explain how this can be achieved, using examples to illustrate your points.

(40 marks)

Question 3

There has been a shift of power from the company to the customer, mainly due to the development of technology.

Explain how this shift has influenced how companies and brands engage with their customers and which marketing communications tools and media they choose to build a relationship with them.

(40 marks)

End of Section A
Section B follows overleaf
Section B

Answer the one compulsory question

Question 4

Examine the attached Clarks advertisement which appeared in Glamour Magazine in November 2012 (cover provided) and answer the following questions:

a. What may have been found in the Context Analysis to lead to this outcome? (10 marks)

b. Write a suitable Marketing Communications objective. (5 marks)

c. Describe an appropriate pull strategy. (5 marks)

d. Identify relevant tactics, including other possible marketing communications tools and media to work alongside this advertisement. (10 marks)

e. Explain how the plan can be evaluated. (10 marks)

f. Identify any semiotic communication taking place in the advertisement. (20 marks)

(Total: 60 marks)
Section B: Advert for analysis

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For information only – not analysis: Cover of Glamour Magazine.