Summer Examinations 2015

MKT203615N

Module Title: Managing the Communications Process
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 | 4
No. of Questions | 4
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**

Discuss the role of marketing communications. How should the elements be implemented at a strategic level in an organisation?

Illustrate your answer with relevant examples.  

(40 marks)

End of Section A
Section B follows overleaf
Section B

Answer the **one** compulsory question

**Question 4**

Examine the attached advertisement which appeared in The Radio Times in December 2014 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)

End of Section B

Advertisement follows overleaf
Section B Advert for analysis

End of Paper