Module Title: Issues In Advertising Practice
Level: Six
Time Allowed: Two hours

Instructions to students:
• Enter your student number not your name on all answer books.
• Answer four out of six questions.
• All questions are equally weighted.
• Neither books nor notes may be taken into the examination.
• Students are permitted to remove this examination paper at the end of the examination
Answer **four** out of **six** questions

**Question 1**

The advertising industry has a social responsibility not to use stereotypes that might cause offence or ridicule.

Using examples explain why and how stereotypes are used in advertising and how their use in advertising is regulated in the UK to protect society.

*(25 marks)*

**Question 2**

Discuss the challenges that the digital environment is creating for advertising regulations and how these challenges are presently being met in the UK.

Use examples to illustrate your points.

*(25 marks)*

**Question 3**

Explain the advantages and challenges of standardising an international marketing communications campaign and how companies deal with this issue, using examples to illustrate your points.

*(25 marks)*

**Question 4**

Explain how culture can be measured and why this information is useful when creating appropriate advertising for different countries.

Compare the culture of two countries to illustrate your points.

*(25 marks)*
Question 5

What is Search Engine Marketing and how can a company improve its results through paid and unpaid activities?  

(25 marks)

Question 6

Digital analytics provides high amounts of data for evaluating communication campaigns.

Discuss how a company decides which data is relevant, using examples.  

(25 marks)

End of Paper