Summer Examinations 2016

MKT203616N

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 one out of three questions from Section A and all questions 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: 9
Section A.

Answer one out of three questions.

1. The purchase of a bar of chocolate would be considered a different type of purchasing behaviour from the purchase of floor cleaner. Utilise either the FCB grid or the Rossiter Percy Grid to assist in discussing how these two products should be advertised differently.

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.

3. What does the outside-in approach mean with reference to IMC and what impact does that have on media planning?

End of Section A
Section B follows overleaf
Section B.

Answer all questions.

Examine the attached advertisement which appeared in Cosmopolitan Magazine in January 2016 and answer the following questions:

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

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

6. Describe an appropriate pull strategy (5 marks)

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

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

9. Identify any semiotic communication taking place in the advertisement. (20 marks)
Section B Advert for Analysis

End of Section B
End of Paper