Summer Examinations 2016

MKT303716N

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 three 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.

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Answer three out of six questions.

1. “Advertising often persuades people to buy things they really don’t need or should not buy”. Discuss with reference to relevant advertising theories.

2. Critically assess the effectiveness of the Advertising Standards Authority and identify how it is adapting to the challenges that are being created by the changing marketing communications environment. Use examples of recent decisions to illustrate your points.

3. Choose two of the Hofstede cultural dimensions and explain how they may influence the advertising appeals in two countries of your choice.

4. What is a global brand and how standardized does its marketing communications strategy need to be to present a consistent identity but also maximise brand engagement across different countries?

5. Explain the ingredients for effective Content Marketing and use examples to demonstrate the impact that it can have across different communication channels.

6. Critically assess the impact that neuroscience is having on our understanding of the effectiveness of marketing communications.

End of Paper