Examination Period 3: 2016/17

MKT203617N

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 holiday would be considered a different type of purchasing behaviour from the purchase of a shampoo. 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?

(40 marks)
Section B

Answer all questions.

Examine the attached advertisement which appeared in Country Life Magazine in February 2017 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)

(Total: 60 marks)

Section B (advert) continues overleaf
Section B – Advert for analysis

NO MATTER HOW GOOD YOU ARE AT SKIING, AT SOME POINT YOU’LL BE OVERTAKEN BY A CHILD.

SUBARU SENSE

Natural balance. Greater stability. Exceptional control. Just some of the qualities Subaru vehicles exhibit thanks to their low centre of gravity.

Symmetrical All-Wheel Drive is at the heart of every Subaru. This unique drive system is mounted in a straight, symmetrical line with the Boxer engine sitting lower down than conventional engines. In fact, its low centre of gravity rivals that of sports super-cars. The result? Exceptional handling, reduced body roll and enhanced safety.

At Subaru, functionality comes before anything else. To us, it just makes sense. Find out more at Subaru.co.uk/sense

SUBARU RANGE Fuel consumption in mpg (lit/100km): Urban 25.2-41.5 [11.2-6.8]; Extra Urban 40.4-61.4 [7.0 4.6]; Combined 33.2-52.3 [8.5-5.4]. CO₂ Emissions 197-141g/km. MPG figures are official EU test figures for comparative purposes and may not reflect real driving results. Model shown is XV 2.0i SE Premium priced at £25,180.00 plus special paint finish at £550. *Excludes Subaru BRZ sports coupe.

End of Paper

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