Examination Period 3: 2018/19

MKT303719N

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Issues in Advertising Practice</th>
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<tbody>
<tr>
<td>Level</td>
<td>Six</td>
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<tr>
<td>Time Allowed</td>
<td>Two hours</td>
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Instructions to students:
- Enter your student number **not** your name on all answer books.
- Answer **three** out of **six** questions.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.
- The use of calculators is **not** permitted.

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<tr>
<th>No. of Pages</th>
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<tbody>
<tr>
<td>No. of Questions</td>
<td>6</td>
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Answer **three** out of **six** questions.

**Question 1**
The advertisement below prompted a lot of public debate in 2018. Why was it controversial? Discuss with particular reference to advertising’s role in society.

**Question 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.

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**Question 3 follows overleaf**
Question 3
Explain what the gambling company Bet365 should take into account when planning their communications. You should include discussion on the present regulatory systems in the UK as well as an ethical standpoint.

Question 4
For years the disabled community has been largely invisible in UK advertising. More recently, disabled people have featured in campaigns for Lloyds Bank, Maltesers, Channel 4’s Superhumans and ASOS. A box-ticking exercise or a reflection of something normal and every day?

Question 5 follows overleaf
Question 5
Some suggested that this HSBC advert carried an anti-Brexit message, at a time when the UK was in turmoil over leaving the European Union. To what extent do you agree and do you think that would make it a political advertisement? Should brands align themselves to issues?

WE ARE NOT AN ISLAND. WE ARE A COLOMBIAN COFFEE DRINKING, AMERICAN MOVIE WATCHING, SWEDISH FLAT-PACK ASSEMBLING, KOREAN TABLET TAPPING, BELGIAN STRIKER SUPPORTING, DUTCH BEER CHEERS-ING, TIKKA MASALA EATING, WONDERFUL LITTLE LUMP OF LAND IN THE MIDDLE OF THE SEA. WE ARE PART OF SOMETHING FAR, FAR BIGGER.

Question 6
Should charities use shock advertising tactics? Discuss with reference to at least three campaigns.

End of Paper