

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 2 EXAMINATION, 2002/2003

Exam Code(s): **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 1DB1, 10A, 1EM, EN559.**

Exam(s): **Third Year B.Comm. Degree;
Diploma in Business Studies &
Masters in English: Literature & Publishing.**

Mode Code(s): **MK 309**
Module(s): **MARKETING COMMUNICATIONS**

Paper No.: **1.**
Repeat Paper: _____ Special Paper: _____

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly
Ms. Ann M. Torres**

Instructions: Section A is compulsory.
Please answer two questions from Section B.
All questions carry equal marks.

Duration: **Two hours.**
No. of Answer Books: _____

Requirements:
Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: **Two including cover page.**
Department(s): **Marketing**

MK 309 MARKETING COMMUNICATIONS

SECTION A: COMPULSORY QUESTION

1. Explain the meaning of Integrated Marketing Communications (IMC) and show how it serves as a useful device for planning a marketing communications campaign.

SECTION B: ANSWER TWO QUESTIONS FROM THIS SECTION

2. Discuss the nature of 'meaning' in marketing communications and outline the elements involved in 'meaning transfer'.
3. Recall and briefly describe a television commercial that has impressed you. Identify and explain whether this advertisement was based on either a Consumer Processing Model (CPM) or Hedonistic Experiential Model (HEM) perspective of consumer decision-making.
4. How can an advertiser compare two dissimilar media such as newspapers and television when making the media decision?
5. Sales promotion techniques available to marketers may offer consumers either immediate or delayed rewards. Advise a marketing manager on the techniques and issues involved in both categories of reward.