

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

SEMESTER 2 EXAMINATION, 2004/2005

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

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

Mode Code(s): **MK 309 & EN 599.**
 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: **Two including cover page.**
1

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

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

MARETKING COMMUNICATIONS [MK 309] & [EN 599]

Section A

(Compulsory Section)

1. Given the Fruitella case:
 - a) Identify Fruitella's target audience(s) and its primary competitors;
 - b) Outline a creative brief for an advertising agency whose job is to develop a marketing communications campaign for Fruitella in Ireland.

Section B

(Please answer two questions from this Section)

2. Outline the features that underlie the philosophy and practice of integrated marketing communications (IMC). Use an example to explain how a firm may benefit from using IMC.
3. Discuss the strengths and weaknesses of two forms of mass media. Using examples make recommendations for the types of products and situations in which the selected advertising media should be used.
4. Assume you are an account executive for an advertising agency. One of your clients is a manufacturer of motorcycle helmets. The client has suggested the use of fear appeals in developing the marketing communications strategy. Discuss whether fear appeals are appropriate or whether other appeal(s) may be used more effectively.