

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

**SEMESTER 2 EXAMINATION, 2004/2005**

Exam Code(s): 1IT1, 2IT2.  
Exam(s): Masters of Information Technology.

Mode Code(s): MK 504  
Module(s): MARKETING

Paper No.: 1.  
Repeat Paper: \_\_\_\_\_ Special Paper: \_\_\_\_\_

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

**Instructions:** Please answer three questions.  
All questions will be marked equally.

Duration: Two hours.  
No. of Answer Books: Two including cover page.

**Requirements:**

Handout

MCQ

Statistical Tables

Graph Paper

Log Graph Paper

Other Material

No. of Pages:  
Department(s): Marketing

## **MARKETING [MK 504]**

1. "Today's new media continue to emerge as a function of digital technology, ranging from the ubiquitous Internet to mobile phones and online games." (Stafford & Faber, 2004, p. iv). Discuss how the 'new media' has emerged from the 'old media' and they interact together.
2. Discuss the role and importance of interactivity as a key component to new media.
3. Outline the critical issues associated with traditional web media such as banners, pop-ups and online sponsorship.
4. Mobile advertising and advergames are more recent additions to new media forms. Discuss the relative advantages and limitations to these new media forms.