

**OLLSCOIL NA hÉIREANN, GAILLIMH  
THE NATIONAL UNIVERSITY OF IRELAND, GALWAY**

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**SEMESTER II EXAMINATIONS 1998/99**

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**B. COMM. DEGREE EXAMINATION  
PROMOTION MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES EXAMINATION  
MARKETING 2: PROMOTION MANAGEMENT**

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**Professor James Lynch  
Dr. Aidan Daly  
Ms. Ann M. Torres**

- **Section A is compulsory.**
  - **Select three questions from Section B.**
  - **All questions carry equal weight.**
  - **Time Allowed: Three hours; Three and a half hours for visiting students.**
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***Section A: Compulsory Question***

***This section is worth 25%***

1. Briefly discuss the topics below. Incorporate examples in your answers.
  - a) Define integrated marketing communications (IMC) and the features/elements which are notable in this definition.
  - b) Discuss the use of fear appeals in developing messages strategies.
  - c) List the criteria that good advertising objectives must satisfy.

***Section B: Select 3 Questions******Each question selected is worth 25%***

2. Advertising is often accused of various ethical violations. Outline the typical criticisms of advertising and the reasons why you believe they arise. Suggest at least two ways in which a firm may foster ethical marketing communications.
3. Describe the various approaches to setting budgets. Describe how an advertising budget setter may use two or more budgeting approaches in conjunction with one another?
4. Formulating an advertising strategy requires that an advertiser undertake a "Five Step Programme". Outline these steps and, using a product of your choice, discuss how it may be applied towards advertising strategy development.
5. What are the characteristics that distinguish the modern selling philosophy from the traditional version. In addition, outline the factors that determine excellence in selling.
6. What factors should a company consider when evaluating a cause-related marketing project? Give an example to illustrate your points. The example may be an actual case or one that you are proposing.