



# ICM

SEPTEMBER 2015

ADVERTISING

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Prepare a report explaining the practical steps to be considered in order to evaluate the creative work carried out by a marketing organisation's advertising agency. [20]
  2. Distinguish between brand advertising and corporate advertising and discuss the evaluation criteria you would use in order to select the most appropriate advertising media. [20]
  3. Discuss the legal and voluntary controls associated with the implementation and control of advertising campaigns in a national market of your choice. [20]
  4. As a marketing consultant, explain the following promotional terms to one of your clients:
    - a) Trade sales promotions
    - b) Merchandising
    - c) Sales force promotions[20]
  5. Explain the importance of effective market segmentation to the planning and implementation of advertising campaigns in highly competitive markets. [20]
  6. Explain what you understand by the term **integrated marketing communications** and describe the role of advertising within it. [20]
  7. Write notes on THREE of the following:
    - a) Direct mail
    - b) Percentage of sales as a method of setting advertising budgets
    - c) Copy platform
    - d) Sponsorship[20]
  8. Critically appraise the support that trade fairs and exhibitions can provide to advertising campaigns during the launch of a new product. [20]