



ICM

SEPTEMBER 2015

CAMPAIGN PLANNING & CONTROL

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 []
-
1. Distinguish between consumer sales promotions and trade sales promotions and summarise their likely contributions to the promotional campaigns of fast-moving consumer products. [20]
 2. 'Public Relations have a long-term strategic role within an organisation's promotional mix.' Comment on this statement and provide examples to support your recommendations. [20]
 3. Describe the main advantages and limitations of TWO advertising media that can be considered during the launch of a new range of men's sportswear. [20]
 4. Explain what you understand by the following terms:
 - a) Advertising agency payment options
 - b) Media buying agencies
 - c) Brand image[20]
 5. Critically appraise the sources of advertising data available to media planners and explain how advertising data can be used in the development of advertising plans. [20]
 6. Describe the role of advertising within a modern business society and respond to some of the criticisms that have been aimed at advertising. [20]
 7. Write notes on THREE of the following:
 - a) Message structure
 - b) Creative brief
 - c) Copy platform
 - d) Direct response advertising[20]
 8. Explain to one of your clients the value of advertising agencies to marketing organisations and discuss the evaluation criteria you would recommend in order to select an advertising agency. [20]