



ICM

DECEMBER 2016

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 []
1. Discuss the selection criteria you would use in appointing an advertising agency and summarise the importance of advertising agencies to the development of advertising campaigns. [20]
 2. Identify the principal media that can be considered as part of a retail advertising campaign and provide examples of retail advertising campaigns. [20]
 3. Prepare a report for one of your clients covering the following topics:
 - a) Outdoor advertising
 - b) Radio advertising
 - c) National readership surveys[20]
 4. 'Direct response marketing techniques seek to target consumer groups very accurately and limit wastage.' Evaluate this statement and identify the promotional approaches that can be used by direct marketing companies. [20]
 5. Explain what you understand by the following terms:
 - a) A la carte agencies
 - b) Recruitment advertising
 - c) Crisis advertising[20]
 6. Critically appraise the value of public relations to the promotional efforts of marketing organisations. [20]
 7. Write notes on THREE of the following:
 - a) Sales literature
 - b) On-pack coupons
 - c) Aerial advertising
 - d) Competitions and prize draws[20]
 8. Describe the strengths and weaknesses of commercial television as an advertising medium and provide examples to support your recommendations. [20]