



ICM

DECEMBER 2016

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 []
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1. Critically appraise the functions and key contributions of advertising campaigns to the marketing of products and services. [20]
 2. You have been asked to explain to a group of non-marketing students how advertising works. What information would you include in your explanations? [20]
 3. Describe the practical advantages and limitations of the following methods of setting the advertising budget:
 - a) Marginal analysis method
 - b) Percentage of sales method
 - c) Objective and task method[20]
 4. Explain what you understand by the following terms:
 - a) Tracking studies
 - b) Advertising recall
 - c) Product positioning[20]
 5. Discuss the key factors that can influence the relationship between the staff of an advertising agency and the client. [20]
 6. Explain the advertising regulations in a country of your choice and summarise the value of such regulations to the effective promotion of products and services. [20]
 7. Write notes on THREE of the following:
 - a) Business-to-business advertising
 - b) Internet advertising
 - c) Services advertising
 - d) Brand loyalty[20]
 8. Critically appraise the advantages and limitations of TWO popular advertising media that can be used during the launch of a new range of health foods. [20]