



ICM

JUNE 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 []
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1. Distinguish between full service agencies and media independents and summarise the role of advertising agencies in the advertising industry. [20]
 2. Summarise the differences between above-the-line and below-the-line advertising media and identify the main advantages and limitations of TWO above-the-line advertising media. [20]
 3. Explain what you understand by the following direct response marketing methods:
 - a) Telephone selling
 - b) Catalogue selling
 - c) Direct mail[20]
 4. Explain the reasons behind the growth of sales promotions in recent years and discuss THREE popular sales promotion techniques. [20]
 5. You have been asked to prepare a report for one of your clients explaining the following topics. What information would you include in your report?
 - a) Consumer advertising
 - b) Trade advertising
 - c) Retail advertising[20]
 6. Critically appraise the value of advertising within the marketing mix and explain the contributions it can make to the marketing of products and services. [20]
 7. Write notes on THREE of the following:
 - a) National readership surveys
 - b) Tracking studies to measure the effect of advertising
 - c) Pre-testing research
 - d) Corporate advertising[20]
 8. Discuss the importance of sponsorship within the promotional mix and provide examples to support your recommendations. [20]