



# ICM

MARCH 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 role of public relations within the promotional mix and explain the support public relations can provide to an organisation's advertising efforts. [20]
  2. Distinguish between legal and voluntary controls used to regulate advertising in a country of your choice and highlight the importance of these controls in protecting the interests of modern societies. [20]
  3. You have been asked to explain the following advertising terms to a group of marketing students. What information would you include in your explanations?
    - a) Business to business advertising
    - b) Recruitment advertising
    - c) Financial advertising [20]
  4. Critically appraise the importance of press media and identify the advantages and limitations of press advertising. [20]
  5. Explain what you understand by the term **retail advertising** and summarise its purpose within the promotional mix. [20]
  6. Television advertising attracts a significant investment by marketing organisations worldwide. Discuss the main advantages associated with television advertising and explain some of the major weaknesses of the medium. [20]
  7. Write notes on THREE of the following:
    - a) Sales literature
    - b) Self-liquidating offers
    - c) Cross-coupons offers
    - d) Point of sale display materials [20]
  8. Describe the key elements that must be considered in order to develop an effective advertising copy and provide examples to support your recommendations. [20]