



ICM

MARCH 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 []
1. Critically appraise Lavidge and Steiner's model of the advertising process and highlight the practical limitations of advertising models. [20]
 2. Explain what you understand by the term **Integrated Marketing Communications** (IMC) and summarise the reasons for the growing importance of IMC. [20]
 3. Discuss the importance of effective branding and describe the value of advertising in establishing a brand's positioning and reputation in the market. [20]
 4. Discuss the following methods of setting the advertising budget:
 - a) Marginal analysis method
 - b) Percentage of sales method
 - c) Competitive expenditure method [20]
 5. One of your clients has asked you to explain the following marketing communication terms to members of his staff. What information would you include in your explanations?
 - a) Advertising pre-testing
 - b) Advertising recall
 - c) Reminder advertising [20]
 6. Identify the main regulations relating to advertising campaigns and explain the key ethical issues to be considered when advertising to children. [20]
 7. Write notes on THREE of the following:
 - a) Rational appeals
 - b) Emotional appeals
 - c) Celebrity advertising
 - d) The Internet as an advertising medium [20]
 8. Discuss the structure of a typical full service advertising agency and describe the key activities of EACH key function identified. [20]