



ICM

MARCH 2017

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. Distinguish between full service advertising agencies and specialist agencies and describe the main activities associated with the different departments of a full service advertising agency. [20]
 2. Prepare a report explaining the differences between corporate advertising and brand advertising and provide examples to support your recommendations. [20]
 3. Critically appraise the contributions mass advertising media can make to the marketing of products and services. [20]
 4. Explain what you understand by the following advertising terms:
 - a) Crisis advertising
 - b) Audit Bureau of Circulations
 - c) Banner advertising[20]
 5. Discuss the role of sales promotions within the promotion mix and explain how they can support advertising campaigns. [20]
 6. You have been asked by one of your clients to identify the factors to be considered in the selection of advertising media. What information would you provide to your client? [20]
 7. Write notes on THREE of the following:
 - a) Financial advertising
 - b) Cooperative advertising
 - c) Mailing preference service
 - d) Telephone selling[20]
 8. Explain the following principles of design that can be applied to advertisements:
 - a) Law of emphasis
 - b) Law of scale
 - c) Law of balance[20]