



ICM

MARCH 2017

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. Advertising campaigns attract significant investment from marketing organisations. What promotional objectives would you associate with advertising campaigns? [20]
 2. Explain the factors you would take into account in order to identify the relevant target markets for your company's promotional campaigns. [20]
 3. Critically appraise the importance of advertising models in trying to understand how advertising campaigns can work effectively. [20]
 4. Explain what you understand by the following terms:
 - a) Copyright
 - b) Commission system
 - c) Integrated marketing communications[20]
 5. You have been asked to prepare a presentation for a group of marketing students explaining the steps to be considered in the development of an advertisement. What information would you include in your presentation? [20]
 6. Discuss the advantages and limitations of the following advertising media:
 - a) Television
 - b) National press
 - c) Outdoor posters[20]
 7. Write notes on the following:
 - a) Media buying agencies
 - b) Pre-testing research
 - c) Competitive expenditure method of setting advertising budgets
 - d) Brand equity[20]
 8. Compare and contrast the market information sources used by media planners in a country of your choice. [20]