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. As an independent consultant, advise one of your clients on the information to be included in the creative brief to be submitted to the company’s advertising agency. [20]

2. Explain the importance of market segmentation to effective campaign planning and control. [20]

3. Summarise the main strengths and weaknesses of television, national press and posters as advertising media to be used for the promotion of a new electronic game. [20]

4. Discuss the key issues associated with the following terms:
   a) Brand image
   b) Brand building
   c) Brand equity

   [20]

5. Critically appraise the research techniques that can be considered in order to measure the overall effectiveness of advertising campaigns. [20]

6. Identify the main factors that influence the purchasing behaviour of consumers and explain how a clear understanding of these factors can assist in the development and implementation of promotional campaigns. [20]

7. Write notes on THREE of the following:
   a) Integrated marketing communications
   b) Media buying agencies
   c) Advertising budget
   d) Direct response advertising

   [20]

8. Describe the regulatory system used in a country of your choice in order to monitor and control the advertising campaigns of marketing organisations. [20]