

**CERTIFIED PROFESSIONAL MARKETER (ASIA-PACIFIC)
QUALIFYING EXAMINATIONS**

MARCH 2002

SUBJECTS : **MARKETING COMMUNICATIONS**

DATE : 19 MARCH 2002 (Tuesday)

TIME : 6.30PM to 9.30PM

INSTRUCTIONS TO CANDIDATES

1. The duration for this examination is **THREE (3)** hours.
2. This examination paper consists of **THREE (3)** sections. An answer sheet is also attached.

SECTION A (10 Marks)

Section A has **TEN (10)** multiple choice questions worth **one mark** each. Answer **ALL** questions by circling your answers on the answer sheet provided. Remove this answer sheet and attach it to your Answer Book. No deductions will be made for incorrect answers or non-responses.

SECTION B (30 Marks)

Section B has **THREE (3)** questions, each worth **10 marks**. Answer **ALL** questions in the answer book provided.

SECTION C (60 Marks)

Section C has **SIX (6)** questions. Answer any **THREE (3)** questions in this section in the answer book provided. Each question carries **20 marks** each.

3. Please write your Examination Registration Number on all examination materials handed in. Do not write your name.
4. Total number of pages (including this page) : **7**

SECTION A : MULTIPLE CHOICE QUESTIONS (10 marks)

Answer ALL TEN (10) Multiple Choice statements in this section. Circle your responses on the answer sheet provided. Each correct answer is worth 1 mark. No deductions will be made for incorrect answers or non-responses. Remove the answer sheet and attach it to the Answer Book.

1. Two key advantages of direct marketing are its ____ ?
 - a. potential to reach mass markets and it's high frequency
 - b. ability to target specific audiences and its high frequency
 - c. customisability and ability to target specific audiences
 - d. high credibility and ability to target specific audiences
 - e. none of the above

2. Trade shows provide the opportunity for companies to:
 - a. actually write orders
 - b. gather information about the competition
 - c. demonstrate their product and answer questions
 - d. all of the above
 - e. only 'b' and 'c'

3. Brand image includes the association of the brand with:
 - a. certain types of people
 - b. brand satisfaction
 - c. brand attitude
 - d. brand awareness
 - e. competitive brand awareness

4. The major strategy used to combat consumer zapping and zapping is:
 - a. use more background music and emotional appeals.
 - b. invest heavily in production to create interesting and exciting commercials.
 - c. focus on factual information and real product benefits.
 - d. use testimonial advertising by experts in the product class
 - e. show more slice-of-life situations

5. Fear appeals:
 - a. provide a very similar type of motivation as do warmth and humour
 - b. are rarely effective when they use social and psychological motivations
 - c. engender the emotional response of fear without evoking other related feelings
 - d. may cause the audience to engage in defensive cognitive processes
 - e. distract the audience from counter-arguing

6. Many media planners use CPM to measure:
- relative efficiency between media
 - relative efficiency of vehicles within a medium
 - the net coverage of a media plan
 - all of the above
 - both 'a' and 'b'
7. Which of the following statements about direct response advertising is *false*?
- consumers feel a high perceived risk with product purchase
 - repetition is used within the ad rather than over time
 - it is designed to motivate consumers to make some sort of response.
 - use of a total media mix is not possible.
 - it is based on databases that include demographic information.
8. Which of the following factors does not influence the effectiveness of advertising in foreign countries:
- the product.
 - language.
 - government regulation.
 - the advertising agency situation.
 - the media situation.
9. The majority of sales incentives programmes base their rewards on:
- absolute dollar sales
 - percentage of sales compared to other salespeople
 - sales quotas
 - improvements of working habits
 - sales compared to the competition
10. The limitation of radio as an advertising medium is that:
- it does not provide immediacy
 - the cost per adult is high
 - the message is quite fleeting
 - the medium has high clutter
 - both 'c' and 'd'

SECTION B (30 marks)

There are **THREE (3)** questions in this section. Answer **ALL** questions in this section in the answer book provided. Each question carries 10 marks.

QUESTION 1

Interactive media are growing in popularity and use in the Asia-Pacific region, but there are still major problems. Discuss some of these problems.

(10 marks)

QUESTION 2

What are the risks of copywriters over estimating the consumers' knowledge of the product advertised? How can this be avoided?

(10 marks)

QUESTION 3

How is a media-buying service different from a full-service advertising agency?

(10 marks)

SECTION C (60 marks)

Answer any **THREE (3)** out of **SIX (6)** questions. Each question carries 20 marks.

QUESTION 1

In many Asian markets there are many contests and sweepstakes incorporated into advertising. Why is this so? What are the key criteria for evaluating such sales promotions? [adapted from Panwar, 1997]

(20 marks)

QUESTION 2

In the late 1990s there was a radical transformation in the media in Indonesia following a period of economic and political crisis. Under the earlier authoritarian government, the number of licenses granted to television stations, radio, magazines and newspapers were very limited and they were closely monitored. Most of the media were owned by conglomerates that were in quite diverse businesses and closely allied with the government. Since democratisation in Indonesia, many more media licenses have been issued, ownership of older media has changed and there is almost no control by the government of their content. What are some implications for the practice of public relations as a consequence of liberalisation of the media environment?

[adapted from Thomas, 2002 forthcoming]

(20 marks)

QUESTION 3

Some foreign executives arrived for a bid presentation to the minister of industry of an African nation and found that they had to be allowed into the building by a door-keeper. The frail elderly man wore worn-out clothes and was assumed to have limited foreign language abilities. Impatient at having to wait while later visitors gained access to the minister, the foreign executives grumbled among themselves in French. After finally making their convincing presentation to the minister, they were surprised not to be awarded the contract sought. What they had failed to realise was that the door-keeper understood French and was an uncle of the minister, which according to his cultural tradition gave him considerable informal influence. What are the advantages and disadvantages of personal selling? What lessons about selling across cultures can be learnt from this case? [adapted from Usinier, 1996]

(20 marks)

QUESTION 4

The marketing manager for a large instant noodle manufacturer in China wishes to increase sales by 10 percent through a massive marketing communications campaign including television and print advertising, coupons, sweepstakes and event sponsorships. Is this sales objective an appropriate way to evaluate the performance of this campaign? What are other measures of the effectiveness of marketing communications?

(20 marks)

QUESTION 5

What are the common criticisms of sexual appeals in advertising and the rebuttals made by advertisers? Is such an advertising appeal appropriate in either a pan-Asian campaign or in a national campaign in your country?

(20 marks)

QUESTION 6

Discuss the advantages and disadvantages of advertising in newspapers in your country or another national market in the Asia-Pacific region you are familiar with. Would they be suitable media for advertising small electronic appliances such as those marketed by firms such as Samsung, Toshiba, BPL and General Electric?

(20 marks)

***** END OF PAPER*****

Examination Registration Number _____

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MARKETING COMMUNICATIONS

ANSWER SHEET FOR SECTION A

CIRCLE your answers below. Detach this sheet from the question paper and attach it to your Answer Book. Please write your examination registration number in the space provided on the top of this sheet. ***DO NOT WRITE YOUR NAME.***

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|-----|----|----|----|----|
| 1. | a. | b. | c. | d. |
| 2. | a. | b. | c. | d. |
| 3. | a. | b. | c. | d. |
| 4. | a. | b. | c. | d. |
| 5. | a. | b. | c. | d. |
| 6. | a. | b. | c. | d. |
| 7. | a. | b. | c. | d. |
| 8. | a. | b. | c. | d. |
| 9. | a. | b. | c. | d. |
| 10. | a. | b. | c. | d. |