

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

**SEPTEMBER 2002**

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**SUBJECTS :           MARKETING COMMUNICATIONS**  
**DATE            :           17 SEPTEMBER 2002 (TUESDAY)**  
**TIME            :           6.30PM to 9.30PM**

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**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) :           **8**

**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. The communication process begins with the process of \_\_\_\_\_, which leads to the development of a \_\_\_\_\_ that contains the information or meaning a source hopes to convey:
  - a. encoding; message
  - b. encrypting; transmission
  - c. encoding; response
  - d. decoding; message
  - e. decoding; transmission
  
2. Which of the following statements best describes the relationship between marketing and communication objectives?
  - a. Marketing objectives and communication objectives are synonymous.
  - b. Marketing objectives evolve from communication objectives.
  - c. Communication objectives are derived from marketing objectives.
  - d. For a successful campaign, communication objectives can be developed before or after the development of marketing objectives
  - e. There is no relationship between the two.
  
3. With \_\_\_\_\_, advertisers assume responsibility for the production and usually the content of the program as well as the advertising that appears within it.
  - a. participations
  - b. sponsorships
  - c. adjacencies
  - d. syndications
  - e. countertrades

4. Which of the following statements about virtual advertising is true?
- a. virtual ads are shown while events are still active and not during commercial slots.
  - b. virtual ads typically have few production difficulties.
  - c. there is little inventory to contend with when using virtual advertising.
  - d. the virtual advertising format allows for a large number of companies to participate.
  - e. all of the above statements about virtual advertising are true.
5. Which of the following statements describes a major difference between publicity and public relations?
- a. publicity always originates within the firm.
  - b. public relations is typically a short-term strategy.
  - c. publicity is always positive.
  - d. publicity is typically a short-term strategy.
  - e. none of the above are differences.
6. On the Internet, an advertiser can use \_\_\_\_\_ to help measure an ad's effectiveness.
- a. CPM
  - b. click throughs
  - c. CPC
  - d. ad clicks
  - e. all of the above
7. \_\_\_\_\_ is the management function that evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest, and executes a programme of action to earn public understanding and acceptance.
- a. Public relations
  - b. Image advertising
  - c. Corporate advertising
  - d. Dyadic communications
  - e. Integrated marketing communications

8. Which of the following is used in field post-testing of ad effectiveness?
- a. readability tests
  - b. consumer juries
  - c. portfolio tests
  - d. recognition tests
  - e. all of the above
9. A 'split-run' privilege offered by some print media allows:
- a. half of an advertisement to be placed in the upper left hand corner of a page and the other half in the lower right hand corner
  - b. half of an advertisement to be placed on one page and the other half on the page facing it
  - c. alternate copies of the same issue to carry different versions of the message
  - d. the advertiser to put the identical ad in two consecutive issues
  - e. an advertiser to buy 50 percent of the back cover position in one issue
10. Advertisers are often supportive of voluntary self-regulation because:
- a. self-regulation is viewed as a way of limiting government interference of advertising
  - b. all clients and agencies are affected by voluntary self-regulation
  - c. self-regulation does not require interaction between agency and client
  - d. self-regulation results in even more stringent regulations than state and national governments want
  - e. of all of the above reasons

**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**

What are some of the price-related factors that must be considered in developing the promotional programme?

(10 marks)

**QUESTION 2**

Provide examples from your country or any other country in the Asia-Pacific region of how cultural differences might impact viewers' perceptions of advertisements.

(10 marks)

**QUESTION 3**

How does public relations differ from advertising?

(10 marks)

**SECTION C ( 60 marks)**

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

**QUESTION 1**

Discuss the problems both newspapers and magazines face from media such as direct mail, cable television and the Internet. How can they meet these challenges in your country?

(20 marks)

**QUESTION 2**

Do you think celebrities hurt their reputations by doing endorsements? Discuss the ethics of celebrities endorsing products in foreign countries but not in their home countries to protect their image.

(20 marks)

**QUESTION 3**

It has been reported that advertisements on the side of Bangkok buses facing pedestrian pavements are usually for low unit-price, high-volume consumer goods. But the advertisements on the rear of the bus and on the side facing other vehicles are for higher-value, luxury items. What do you think is the rationale for this? If you were responsible for marketing such products, would you choose to advertise them on the sides of buses in that way?

(20 marks)

**QUESTION 4**

Give an example of an industry in your country where a promotional war is currently taking place. What are the options for a marketer involved in such a sales promotion trap or spiral?

(20 marks)

**QUESTION 5**

Evaluate the arguments for and against advertising to children. Do you feel restrictions are needed in your country for advertising and other forms of promotion targeted to children and why?

(20 marks)

**QUESTION 6**

Discuss the advantages and disadvantages of infomercials. Why are many companies making increasing use of infomercials in developing countries?

(20 marks)

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

Examination Registration Number \_\_\_\_\_

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**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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