

INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Business (DIB)
Diploma In Business Administration (DBADI)

Course : MKT2106/2102 : Retail Marketing

Date of Examination : August 3, 2015

Time : 5:00pm – 7:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

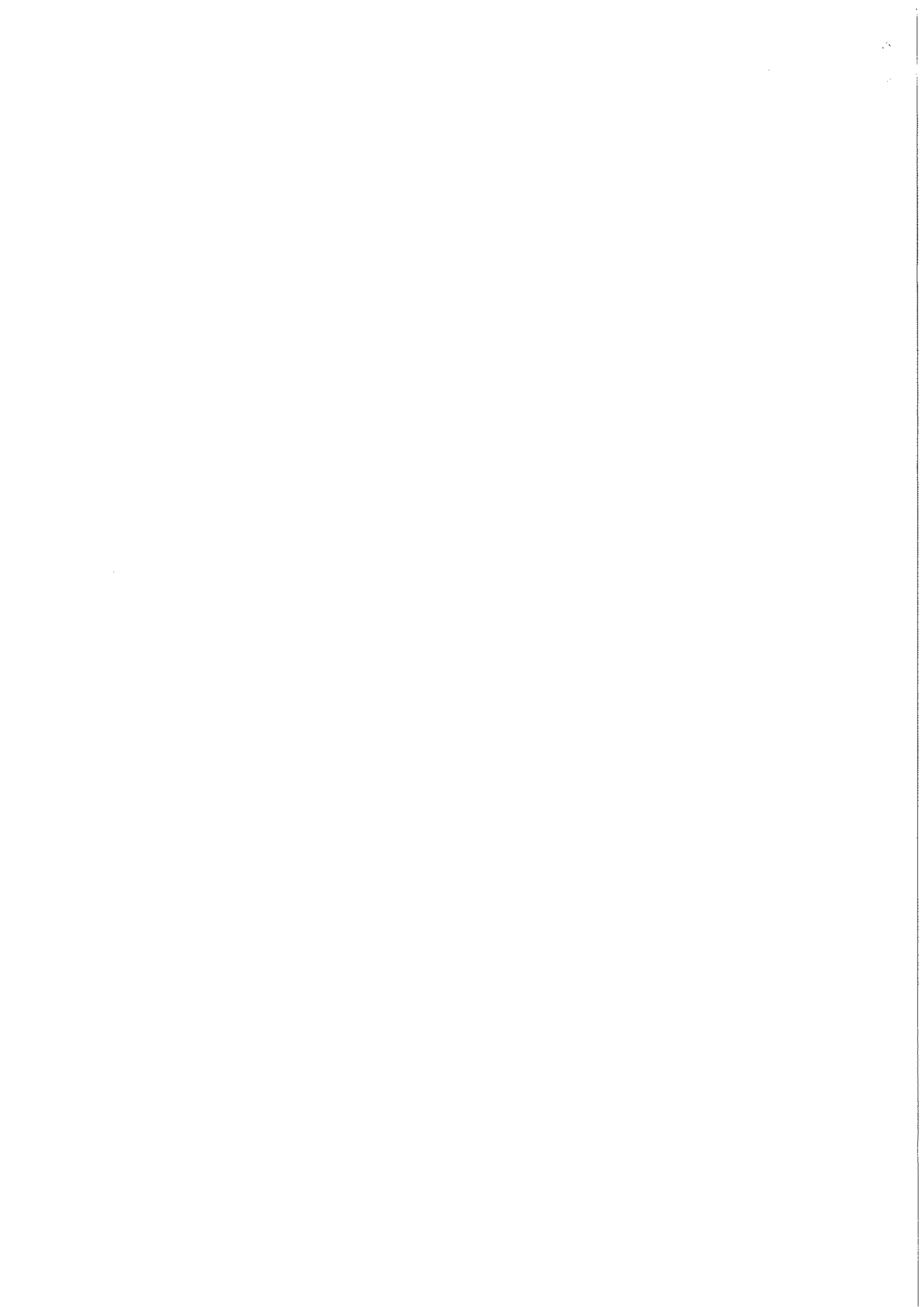
Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Daniel Ong Tee Leong, Zahirul Baharin Kamaruzzaman.

Moderator : Mr. Owen Timothy D'Cruz

This paper consists of 3 printed pages, including the cover page



INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)

MKT2106: RETAIL MARKETING

FINAL EXAMINATION: APRIL 2015 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer **FOUR (4)** questions in the answer booklet provided. All questions carry 25 marks.

Question 1

Explain the purpose of developing a formal retail strategy and suggest how a strategic plan can be used by a local restaurant chain.

Question 2

Discuss the ways advertising, public relations, personal selling and sales promotion complement each other for a retailer.

Question 3

Discuss and choose at least **FIVE (5)** types of information a department store should gather before adding a new women's clothing brand to its product mix.

Question 4

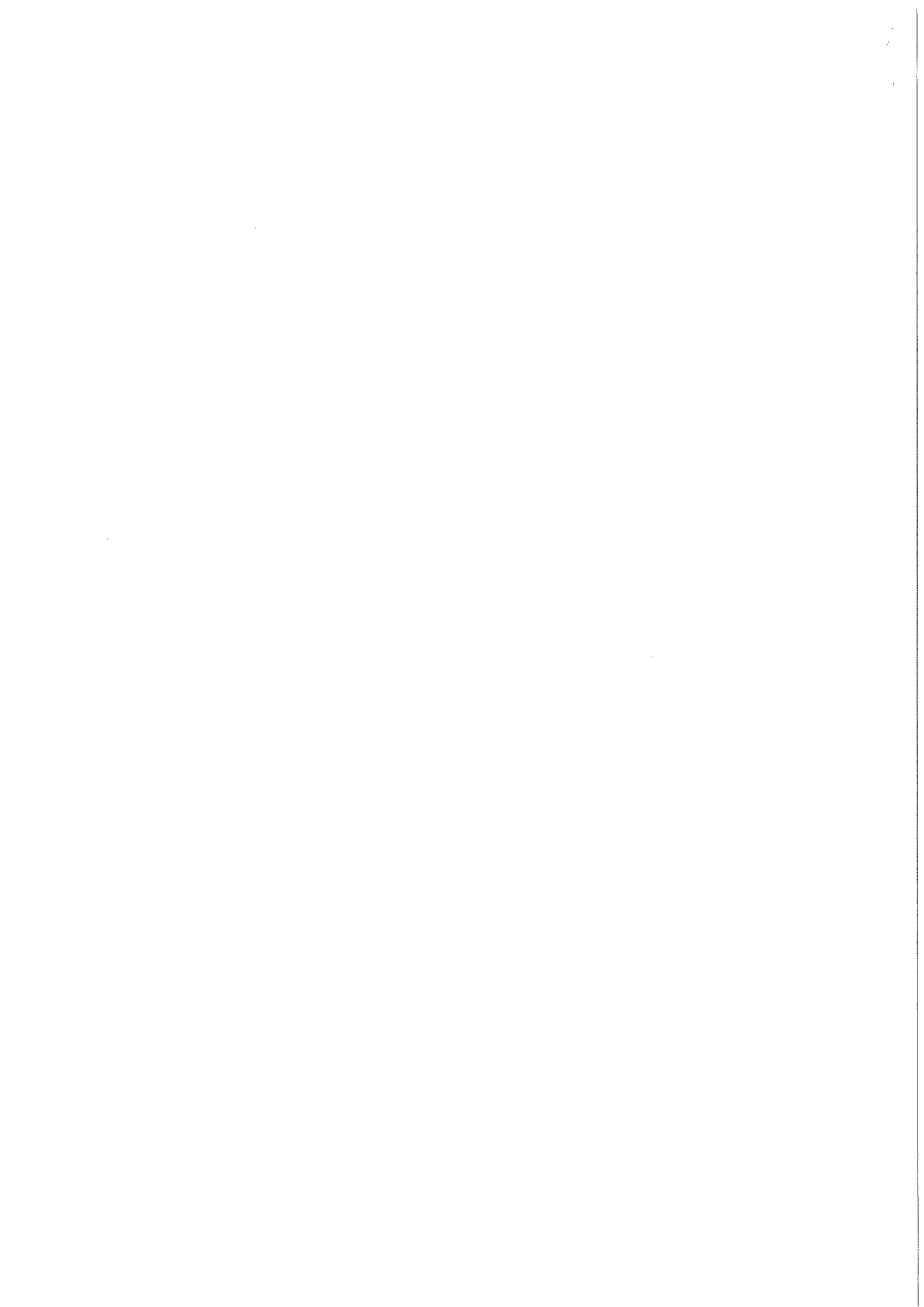
(a) Identify **FIVE (5)** segments of retail customers based on their shopping orientation. Describe and explain with practical examples for each segment.

(15 marks)

(b) Write short notes on the following retail pricing policies with appropriate examples.

- (i) Horizontal Price Fixing
- (ii) Vertical Price Fixing
- (iii) Unit Pricing
- (iv) Loss leaders Pricing

(10 marks)



Question 5

- (a) Identify and explain the **FOUR (4)** elements of atmosphere that are normally created by retailers with appropriate examples. (10 marks)
- (b) Suggest **FIVE (5)** ways for retailers to enhance shoppers' shopping experience with practical examples. (15 marks)

Question 6

Once the retailer has determined the geographic location, the next thing that needs to be considered are the factors in choosing the site for the store.

- (a) Identify **FIVE (5)** factors that need to be considered with practical examples. (15 marks)
- (b) Compare and contrast the difference between retail 'pull' and 'push' promotion strategy with practical examples. (10 marks)

~ **The End** ~
Mkt2106 (f) apr2015/DO



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103/SGM1113 : PRINCIPLES OF ADVERTISING

Date of Examination : August 5, 2015

Time : 8:00am – 10:00am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer ALL Multiple Choice Questions.

Section B: Answer any THREE (3) short-answer questions.

Section C: Answer any TWO (2) essay questions.

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner (s) : Mr. Winston Lim Teng Liang, Zul Dahlim.

Moderator : Ms. Elillarasi Kuppusamy

This paper consists of 9 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM 1103: PRINCIPLES OF ADVERTISING
SGM1113: PRINCIPLES OF ADVERTISING
FINAL EXAMINATION: APRIL 2015 SESSION

SECTION A: MULTIPLE CHOICE QUESTIONS (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Candidates are required to Answer **ALL** questions in the OMR sheet provided. Each question merits **ONE** mark.

1. _____ refers to how consumers see a brand relative to the other brands in the product category.

- A. Segmenting
- B. Targeting
- C. Differentiating
- D. Positioning
- E. Trademarking

2. Brand value comes in two forms: the value to the _____ and the value to the _____.

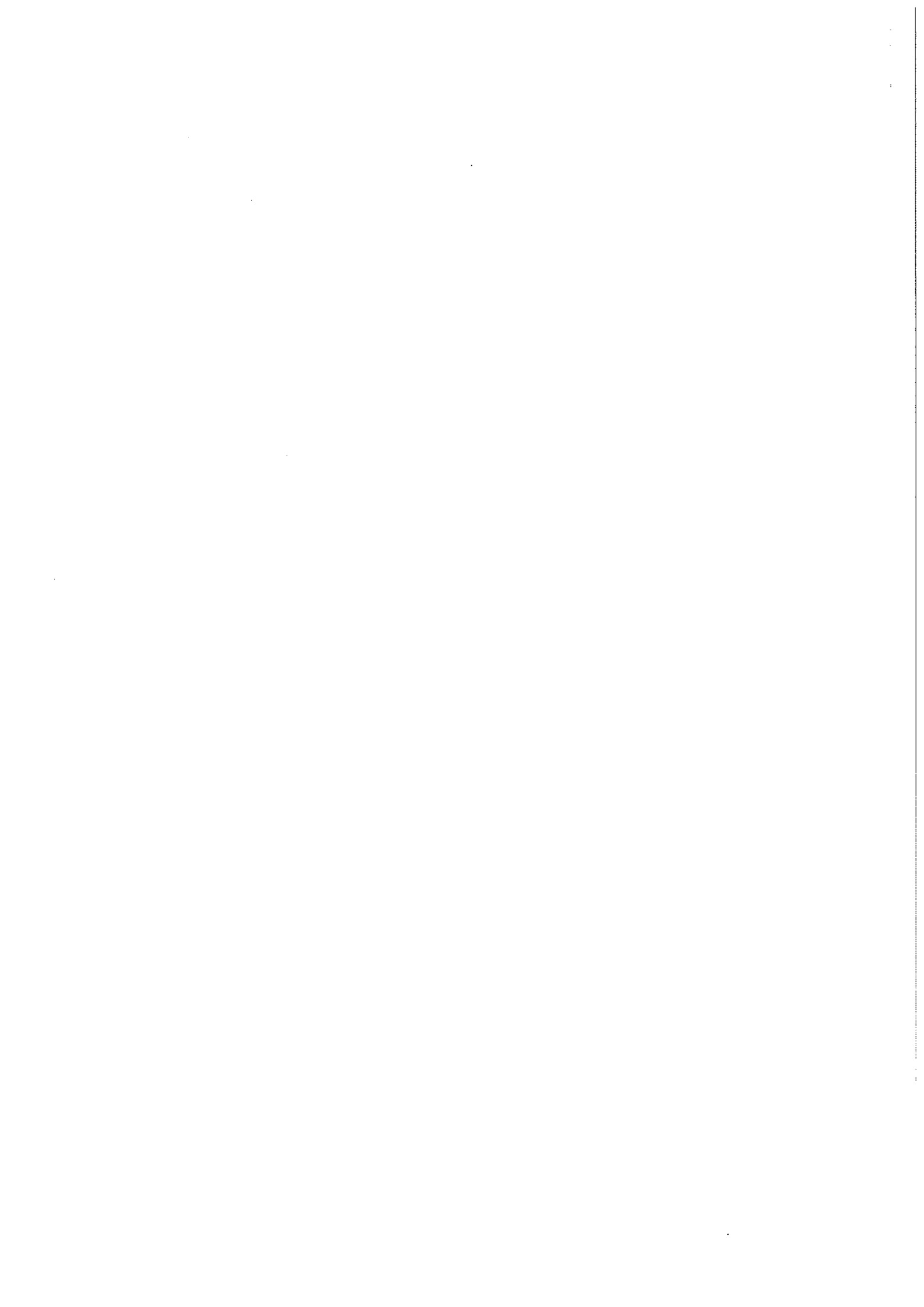
- A. consumer; competitor
- B. consumer; corporation
- C. competitor; channel
- D. corporation; competitor
- E. shareholder; stakeholder

3. Which of the following is NOT one of the four functions of advertising?

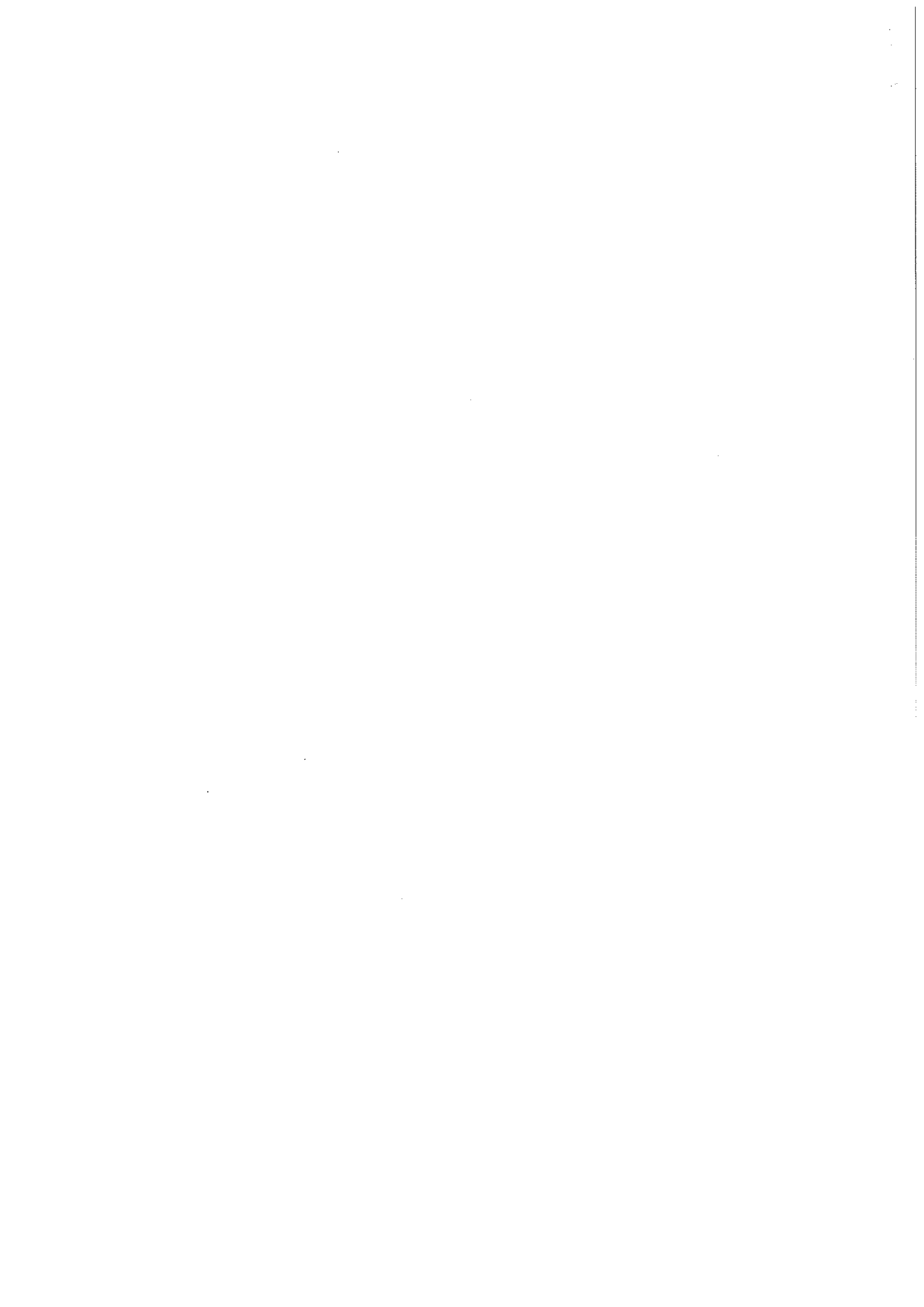
- A. Marketing roles
- B. Communication roles
- C. Economic roles
- D. Networking roles
- E. Societal roles

4. _____ describes how individuals or groups select, purchase, use, or dispose of products, as well as the needs and wants that motivate these behaviors.

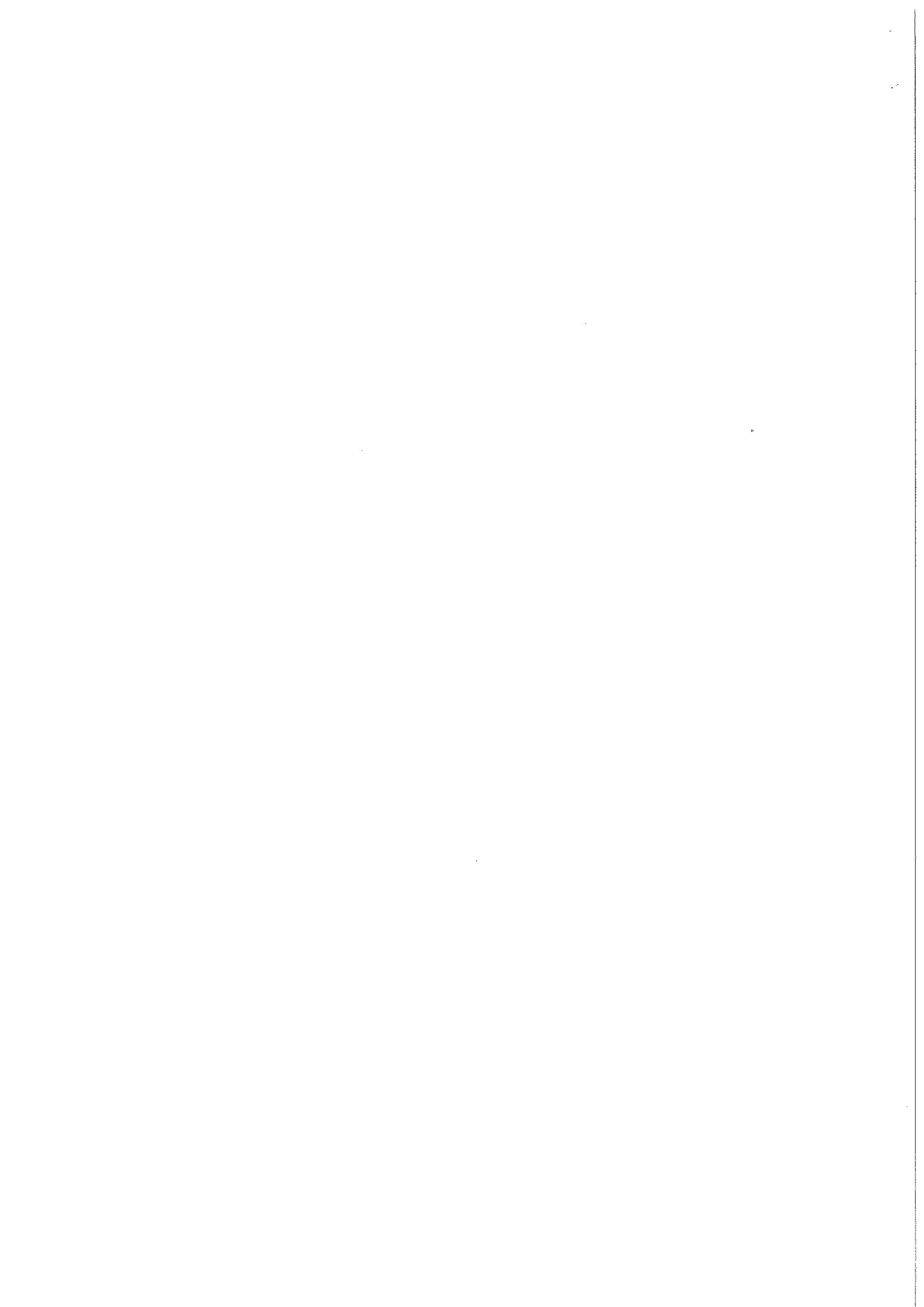
- A. Marketing
- B. Consumption
- C. Consumer behavior
- D. Psychology
- E. Segmentation



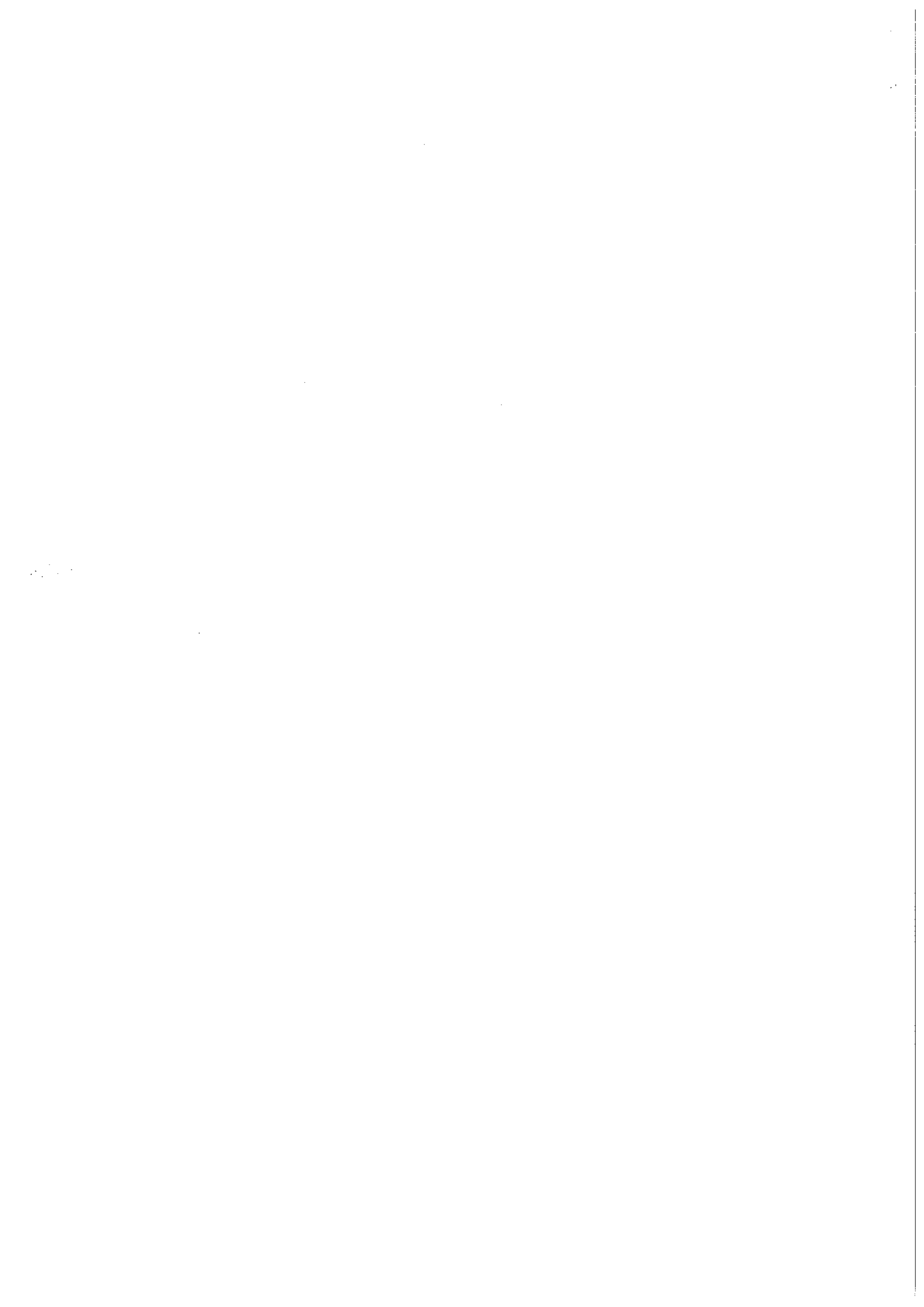
5. Which of the following is one of the basic functions of advertising?
- A. Identification
 - B. Entertainment
 - C. Competition
 - D. Public relations
 - E. Two-way communication
6. Which approach to segmentation divides the market using such characteristics such as gender, ethnicity, income, and so forth?
- A. Demographic segmentation
 - B. Geographic segmentation
 - C. Psychographic segmentation
 - D. Benefit segmentation
 - E. Behavioral segmentation
7. Which approach to segmentation divides people into groups based on product category and brand usage?
- A. Demographic segmentation
 - B. Geographic segmentation
 - C. Psychographic segmentation
 - D. Benefit segmentation
 - E. Behavioral segmentation
8. The following are types of advertising agencies **EXCEPT** for _____.
- A. Creative boutique
 - B. Full service agency
 - C. In-house agency
 - D. Internship agency
 - E. Media buying agency
9. Which of the following personnel **DOES NOT** belong in the creative services department of an advertising agency?
- A. Photographer
 - B. Copywriter
 - C. Art director
 - D. Account executive
 - E. Visual designer
10. Which of the following is **NOT** a step in the consumer decision process?
- A. Need recognition
 - B. Cognitive dissonance
 - C. Information search
 - D. Postpurchase evaluation
 - E. Evaluation of alternatives



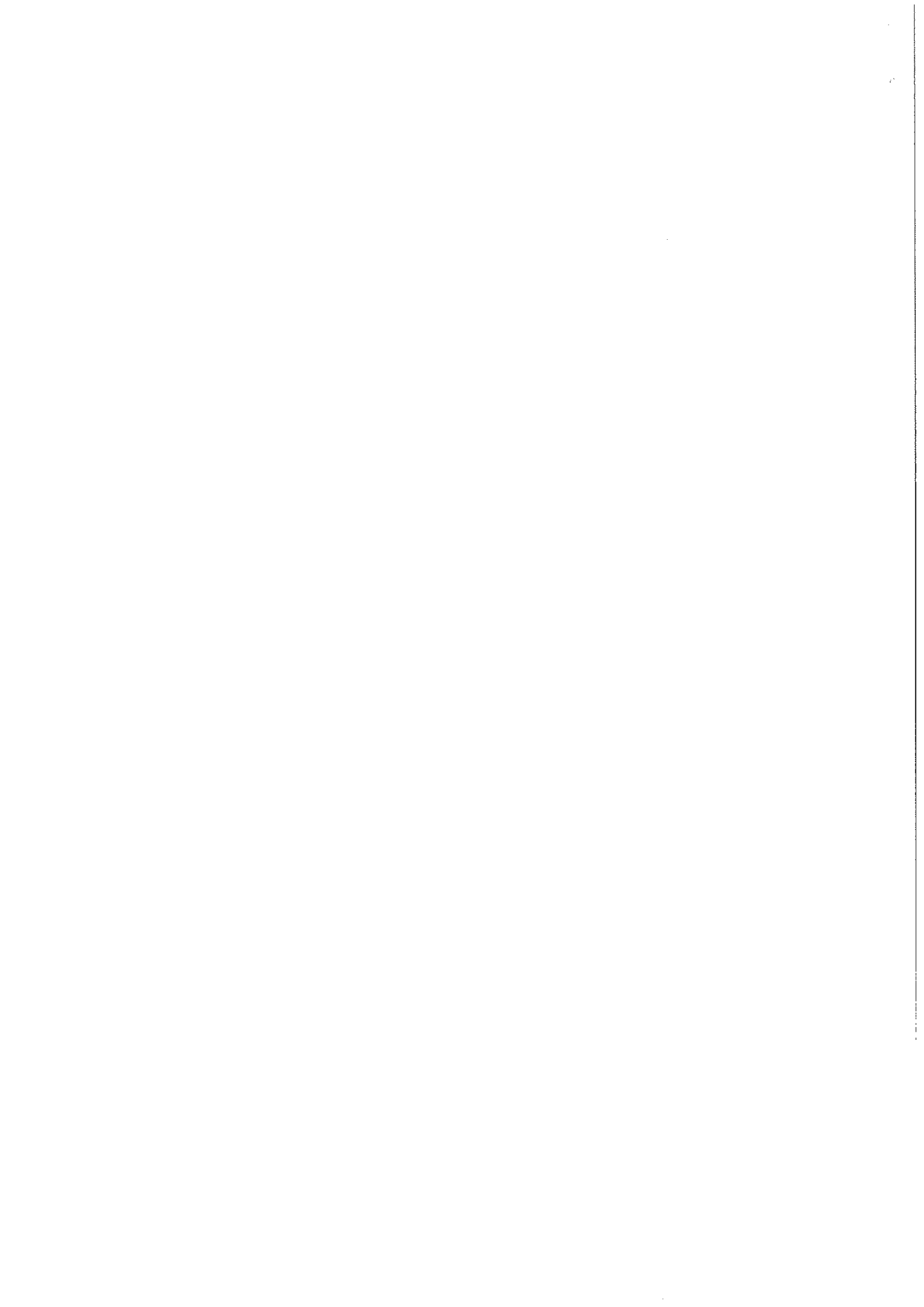
11. _____ are what we feel for more essential items, such as food and shelter; _____ occur when we desire or wish for something nonessential.
- A. Needs; wants
 - B. Wants; needs
 - C. Primary needs; secondary needs
 - D. Acquired needs; primary needs
 - E. Innate wants; acquired wants
12. Which of the following is a social influence on consumer decision making?
- A. State of mind
 - B. Innovation
 - C. Satisfaction
 - D. Family
 - E. Personality
13. _____ are goals to be accomplished with a strategic plan.
- A. Strategies
 - B. Objectives
 - C. Tactics
 - D. Motives
 - E. Needs
14. Which of the following statements is **FALSE** regarding secondary research?
- A. It is called secondary because it is information that has been collected and published by someone else.
 - B. Much of the secondary research used by advertisers comes from government census records on the population's size, geographic distribution, age, income, occupation, education, and ethnicity.
 - C. Secondary research found on the Internet is not valid.
 - D. Trade associations can be a reliable source for secondary research.
 - E. Secondary research suppliers gather and organize information around specific topic areas for other interested parties.
15. _____ research delivers numerical data such as number of users and purchases, their exposure to ads, and other market-related information.
- A. Ethnographic
 - B. Quantitative
 - C. Qualitative
 - D. Neural
 - E. Experimental



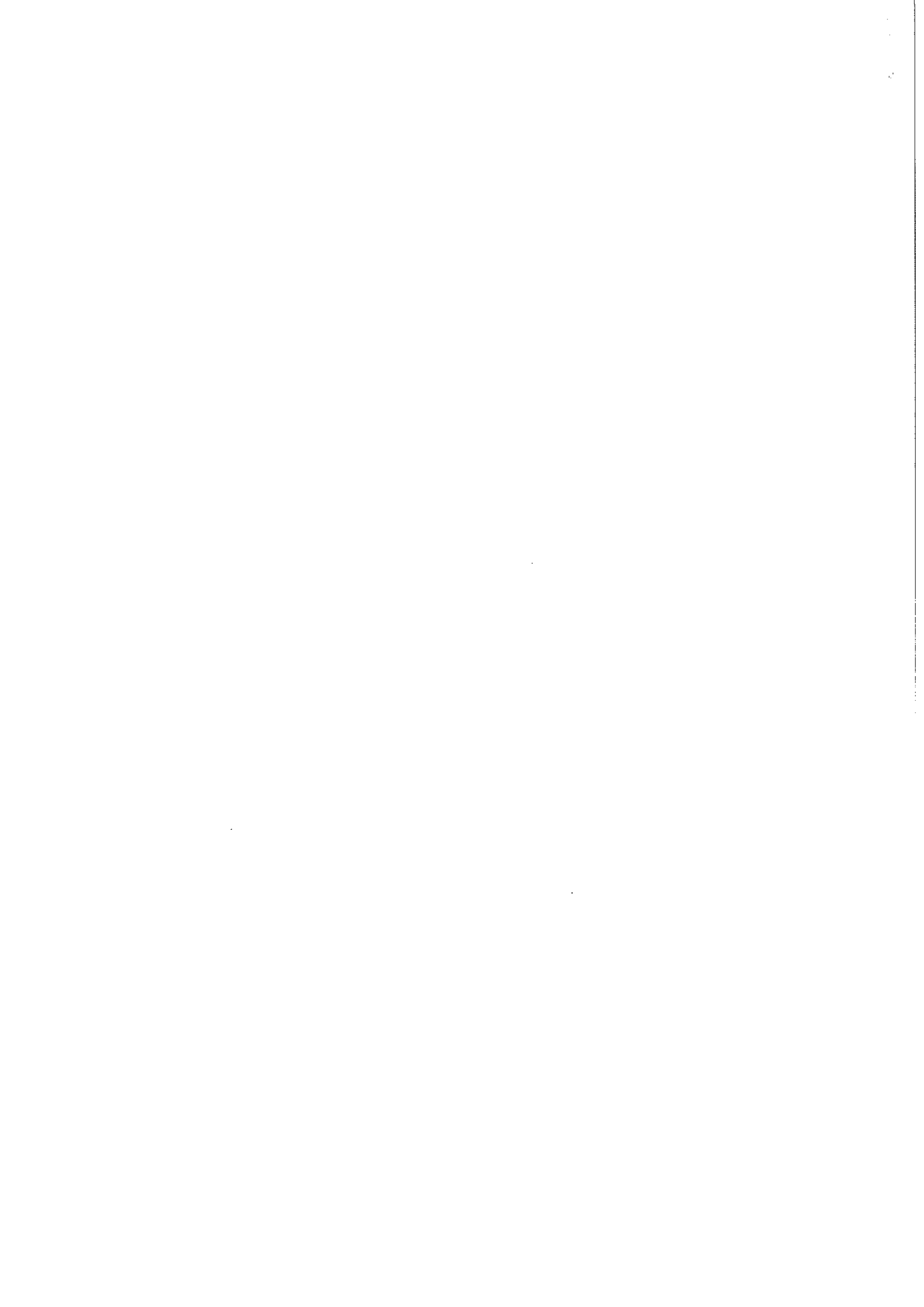
16. Which dimension of effective advertising represents the “art” part?
- A. Strategic dimension
 - B. Personal dimension
 - C. Creative dimension
 - D. Media dimension
 - E. Audience dimension
17. A short phrase that wraps up the key idea or creative concept and that usually appears at the end of the body copy is known as a(n) _____.
- A. caption
 - B. overline
 - C. underline
 - D. call-out
 - E. tagline
18. Copywriters and art directors who imagine what the finished ad might look like are engaged in _____.
- A. visualization
 - B. positioning
 - C. post-production
 - D. stop action
 - E. surrealism
19. Traditional media have recently seen a decline in advertising due to increased marketing budgets spent on which of the following?
- A. Television
 - B. Digital billboards
 - C. Newspapers
 - D. Direct mail
 - E. Internet advertising
20. A media _____ is a specific television program, newspaper, magazine, or radio station or program.
- A. niche
 - B. touch point
 - C. platform
 - D. channel
 - E. vehicle



21. _____ is the process of identifying a problem, determining objectives, deciding upon strategies, and implementing tactics.
- A. Insight mining
 - B. Situation analysis
 - C. Strategic research
 - D. Strategic planning
 - E. Marketing research
22. Newspapers, magazines, brochures, and other printed surfaces are known as _____ media vehicles.
- A. broadcast
 - B. narrowcast
 - C. print
 - D. directional
 - E. interactive
23. A _____ is a list of the charges for newspaper advertising space and the discounts given to local advertisers as well as advertisers who make volume buys.
- A. rate card
 - B. take-away
 - C. give-away
 - D. media kit
 - E. sales kit
24. All the groups of people with which a company or organization interacts—such as employees, media, community groups, stockholders, and so forth—are known as _____.
- A. targets
 - B. publics
 - C. audiences
 - D. shareholders
 - E. contact points
25. Advertising is usually paid for by the _____.
- A. audience
 - B. target
 - C. agency
 - D. advertiser
 - E. media



26. Advertising that announces facts about products that are available in nearby stores and focuses on stimulating store traffic and creating a distinctive image for a retailer is known as retail or _____ advertising.
- A. brand
 - B. local
 - C. direct-response
 - D. institutional
 - E. public-service
27. How a brand is different and superior in some way is referred to as _____.
- A. brand parity
 - B. brand equity
 - C. competitive advantage
 - D. psychological pricing
 - E. brand meaning
28. When using which type of advertising agency does an advertiser produce its own advertising?
- A. Home agency
 - B. Agency-of-record
 - C. In-house agency
 - D. Creative boutique
 - E. Agency network
29. What is at the core of all account planning?
- A. Consumer research
 - B. Pricing plans
 - C. Hard-sell approaches
 - D. Soft-sell approaches
 - E. Distribution management
30. What form of newspaper advertising comes from individuals wanting to sell their personal goods?
- A. Classified
 - B. Display
 - C. Supplements
 - D. Gatefolds
 - E. Co-op



SECTION B: SHORT ANSWER QUESTIONS (30 marks)

This section consists of **FIVE (5)** questions. Candidates are required to answer any **THREE (3)**. Each question merits 10 marks.

Question 1

List and briefly describe ANY **FIVE (5)** different types of advertising.

(10 marks)

Question 2

(a) Define “segmenting”.

(2 marks)

(b) List and briefly explain ANY **TWO (2)** methods of segmenting the consumer market.

(8 marks)

Question 3

(a) Define “advertising”.

(2 marks)

(b) Discuss the **FOUR (4)** key components of advertising.

(8 marks)

Question 4

(a) Define “public relations”.

(2 marks)

(b) Differentiate ANY **FOUR (4)** types of public relations programs.

(8 marks)

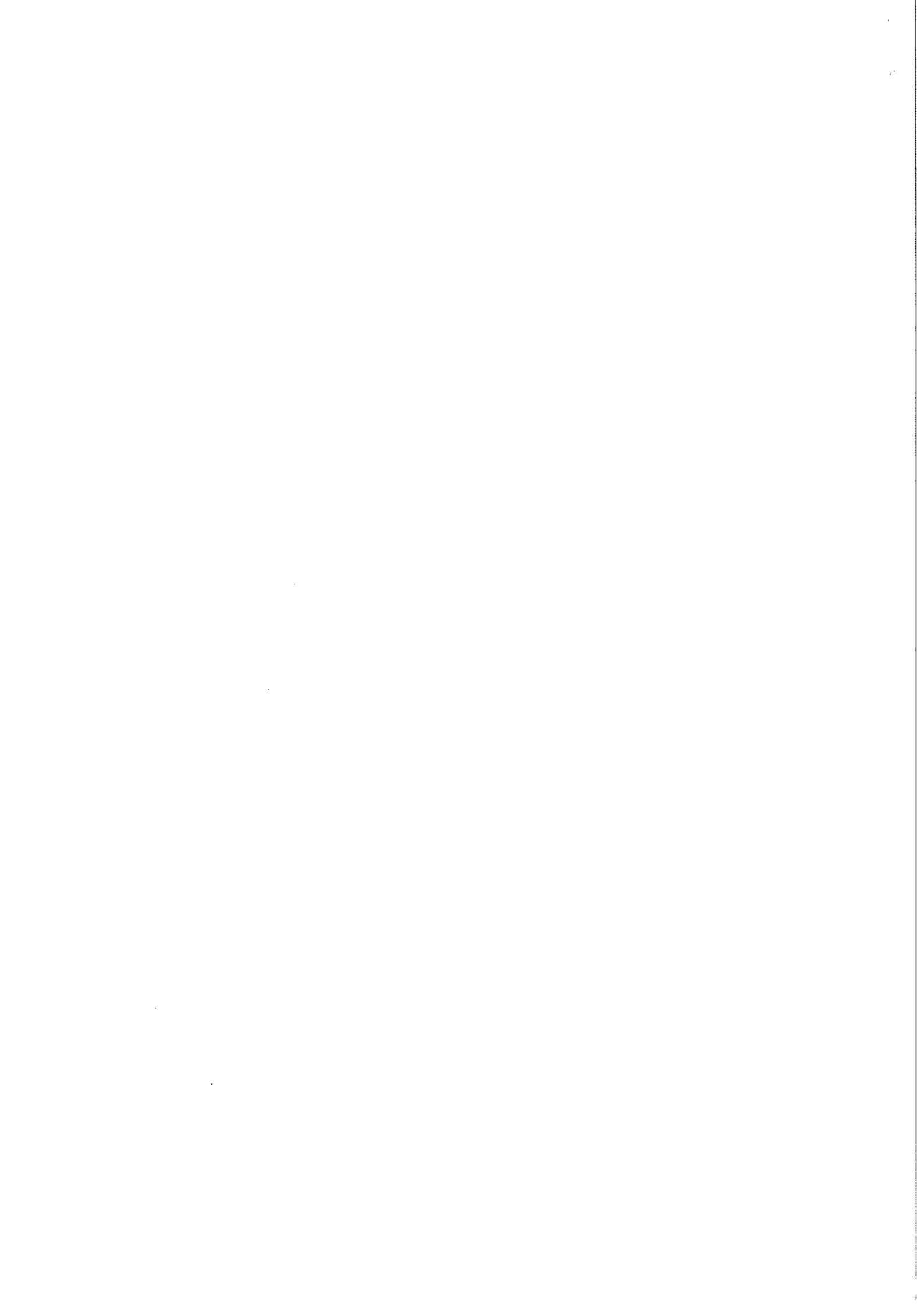
Question 5

(a) Explain “primary research”.

(6 marks)

(b) Explain “secondary research”.

(4 marks)



SECTION C: ESSAY QUESTIONS (40 marks)

This section consist of **THREE (3)** questions. Candidates are required to answer any **TWO (2)** questions. Each question merits **TWENTY (20)** marks.

Question 1

Describe the **FIVE (5)** main areas how the jobs in an advertising agency are organized.
(20 marks)

Question 2

Explain in detail, with relevant examples, the **FIVE (5)** components of the promotional mix.
(20 marks)

Question 3

The media plan is a written document that summarizes the objective and strategies that guide how media dollars will be spent, primarily on the paid advertising media. Describe the **FOUR (4)** key steps in Media Planning.
(20 marks)

THE END

COM1103 / SGM1113 (F)/April 2015/Winston & Zul

