

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)
Diploma In Business (DIB)

Course : COM1103/ SGM1113: Principles Of Advertising

Date of Examination : December 9, 2015

Time : 5.00pm – 7.00pm 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.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Ms. Esaline Marie Spykerman

Moderator : Ms. Elillarasi Kuppusamy

This paper consists of 10 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
DIPLOMA IN BUSINESS (DIB)
COM1103/SGM1113: PRINCIPLES OF ADVERTISING
FINAL EXAMINATION: AUGUST 2015 SESSION

Section A: [TOTAL: 30 marks]

Instructions: This section consists of **Thirty (30)** Multiple Choice Questions – Answer **ALL** questions in the OMR sheet provided.

1. Which of the following is NOT a component of advertising?
 - A. paid form of communication
 - B. sponsor is identified
 - C. usually personal in nature
 - D. tries to inform, persuade, or influence the audience
 - E. uses mass media

2. Paid persuasive communication that uses nonpersonal mass media to reach broad audiences—as well as other forms of interactive communication—to connect an identified sponsor with a target audience is known as _____.
 - A. advertising
 - B. personal selling
 - C. public relations
 - D. sponsorship
 - E. marketing communication

3. Which advertising approach builds an image for a brand and attempts to touch consumers' emotions?
 - A. mass-sell
 - B. logical-sell
 - C. hard-sell
 - D. soft-sell
 - E. informative-sell

4. The particular group of consumers thought to be potential customers for the goods and services of an organization constitute the _____.
 - A. product category
 - B. demographic segment
 - C. product use segment
 - D. feasible market
 - E. target market

5. The four tools of product, price, place (distribution), and promotion are collectively referred to as the _____.
- A. product mix
 - B. promotion mix
 - C. marketing mix
 - D. marketing elements
 - E. exchange elements
6. The distinctive identity of a particular product that distinguishes it from its competitors is known as the _____.
- A. advertising
 - B. brand
 - C. tagline
 - D. trademark
 - E. logo
7. Which of the following is NOT considered a major type of advertising?
- A. brand
 - B. retail
 - C. institutional
 - D. informational
 - E. direct-response
8. _____ advertising focuses on establishing a corporate identity or winning the public over to the organization's point of view.
- A. Brand
 - B. Organizational
 - C. Informational
 - D. Business-to-business
 - E. Institutional
9. Which of the following is NOT considered a "key player" in advertising?
- A. media
 - B. advertiser
 - C. government
 - D. suppliers (vendors)
 - E. agency

10. When an advertiser hires an advertising agency, the advertiser becomes the agency's _____.
- A. customer
 - B. partner
 - C. supervisor
 - D. vendor
 - E. client
11. In which type of advertising agency does an advertiser produce its own advertising?
- A. home agency
 - B. agency-of-record
 - C. in-house agency
 - D. advertising department
 - E. onsite agency
12. _____ communication is a form of two-way communication, a dialogue.
- A. Mass
 - B. Marketing
 - C. Interactive
 - D. Integrative
 - E. Advertising
13. According to the Facets model, all EXCEPT which of the following are effects that describe how advertising works?
- A. perception
 - B. filtering
 - C. affect/emotion
 - D. cognition
 - E. association
14. Which of the following is a component of the affective response?
- A. wants
 - B. symbolism
 - C. brand transformation
 - D. differentiation
 - E. needs

15. Which of the following is a component of persuasion?
- A. attitudes
 - B. symbolism
 - C. emotion
 - D. want
 - E. need
16. _____ focuses on all the elements of advertising, including message development research, media planning research, and evaluation, as well as information about competitors' advertising.
- A. Market research
 - B. Consumer research
 - C. Strategic research
 - D. Copy research
 - E. Advertising research
17. Determining what place a product should occupy in a given market is called _____.
- A. benchmarking
 - B. targeting
 - C. segmenting
 - D. positioning
 - E. competitive advantage
18. The way various types of media are strategically combined in an advertising plan is known as a _____.
- A. media mix
 - B. message mix
 - C. media vehicle
 - D. medium
 - E. gross impression
19. Newspaper is the _____, and the *New Straits Times* is the _____.
- A. vehicle; medium
 - B. medium; vehicle
 - C. medium; execution
 - D. execution; medium
 - E. reach; impression

20. _____ implement the media plan by contracting for specific amounts of time or space.
- A. Media planners
 - B. Media buyers
 - C. Media strategists
 - D. Media mixers
 - E. Media verifiers
21. _____ refers to billboards along streets and highways, as well as posters in other public locations.
- A. Outdoor advertising
 - B. Out-of-home advertising
 - C. Broadcast advertising
 - D. Transit advertising
 - E. Miscellaneous advertising
22. Commercials set to music are known as _____.
- A. musicals
 - B. lyricals
 - C. memorable
 - D. dual-coded
 - E. Jingles
23. Which medium is considered interactive both because users are involved in selecting the information they attend to and because they can contact the company and other users directly?
- A. newspapers
 - B. magazines
 - C. radio
 - D. internet
 - E. television
24. Which approach uses emotional appeals or images to create a response based on attitudes, moods, dreams, and feelings?
- A. factual sell
 - B. head sell
 - C. hard sell
 - D. affective sell
 - E. soft sell

25. Which type of advertising message tells a story about the products, and the characters speak to each other, not to the audience?
- A. soft sell
 - B. drama
 - C. teaser
 - D. lecture
 - E. appeal
26. What is typically used at the end of an ad to summarize the point of the ad's message in a highly memorable way?
- A. tagline
 - B. subhead
 - C. teaser
 - D. point of differentiation
 - E. signature
27. When a tagline is used consistently on all marketing messages, it becomes a _____.
- A. Logo
 - B. slogan
 - C. signature
 - D. claim
 - E. key visual
28. Which type of message format is designed to arouse curiosity, are mystery ads that don't deliver enough information to make sense?
- A. slice-of-life
 - B. shockvertising
 - C. teasers
 - D. spokesperson
 - E. shockwave
29. The person who shapes and sculpts the words in an advertisement is called a(n) _____.
- A. wordsmith
 - B. art director
 - C. creative director
 - D. copywriter
 - E. talent

30. _____ is the text of an ad or the words that people say in a commercial.

- A. Execution
- B. Body
- C. Headline
- D. Verbiage
- E. Copy

Section B: [TOTAL: 30 marks]

Instructions: Short answer question – Answer **THREE (3)** out of **FIVE (5)** questions.

Question 1

- (a) Define *advertising* and discuss where it belongs in the marketing process. (4 marks)
- (b) Compare and contrast hard-sell and soft-sell approaches and give an example of each. (6 marks)

[Total: 10 marks]

Question 2

Define the terms *product category* and *brand*, and give examples of each. (10 marks)

Question 3

- (a) Name and describe the **FOUR (4)** fundamental concepts of advertising (5 marks)
- (b) What makes an ad truly effective? (5 marks)

[Total: 10 marks]

Question 4

Explain the types of advertising below:

(2 marks each)

- (a) Brand Advertising
- (b) Retail or Local Advertising
- (c) Direct-Response Advertising
- (d) Political Advertising
- (e) Interactive Advertising

[Total: 10 marks]

Question 5

- (a) Define modern advertising.

(4 marks)

- (b) Name and describe the **FOUR (4)** roles advertising plays in business and in society.

(6 marks)

[Total: 10 marks]

Section C: [TOTAL: 40 marks]

Instruction: Essay Question – Answer **TWO (2)** out of **THREE (3)** questions.

Question 1

- (a) Name **ONE (1)** brand with its executed campaign and discuss how it communicates with its customers. In your answer include:

- the targeted audience
- campaign message
- media channels
- the product's or service's selling focus advertised in the campaign

(10 marks)

- (b) Identify and describe the ethical issues that the brand committed and discuss how it impacts their target audience with examples.

(10 marks)

[Total: 20 marks]

Question 2

Name and describe the **FIVE (5)** major players in advertising. Give examples to support your answers.

(20 marks)

Question 3

Explain how the big idea, spokesperson and execution of idea of Old Spice 'Smell like a man, man' campaign, communicates its brand image to consumers.

(20 marks)

~THE END~

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