

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM2113: Advertising Strategies And Planning

Date of Examination : December 8, 2015

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

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

Section B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Mani Megalai and Ms. Lalitha Shanmugam

Moderator : Ms. Maizurah Khathu

*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM 2113: ADVERTISING STRATEGIES AND PLANNING  
FINAL EXAMINATIONS: AUGUST 2015 SESSION

**SECTION A (SHORT ANSWER QUESTIONS)**

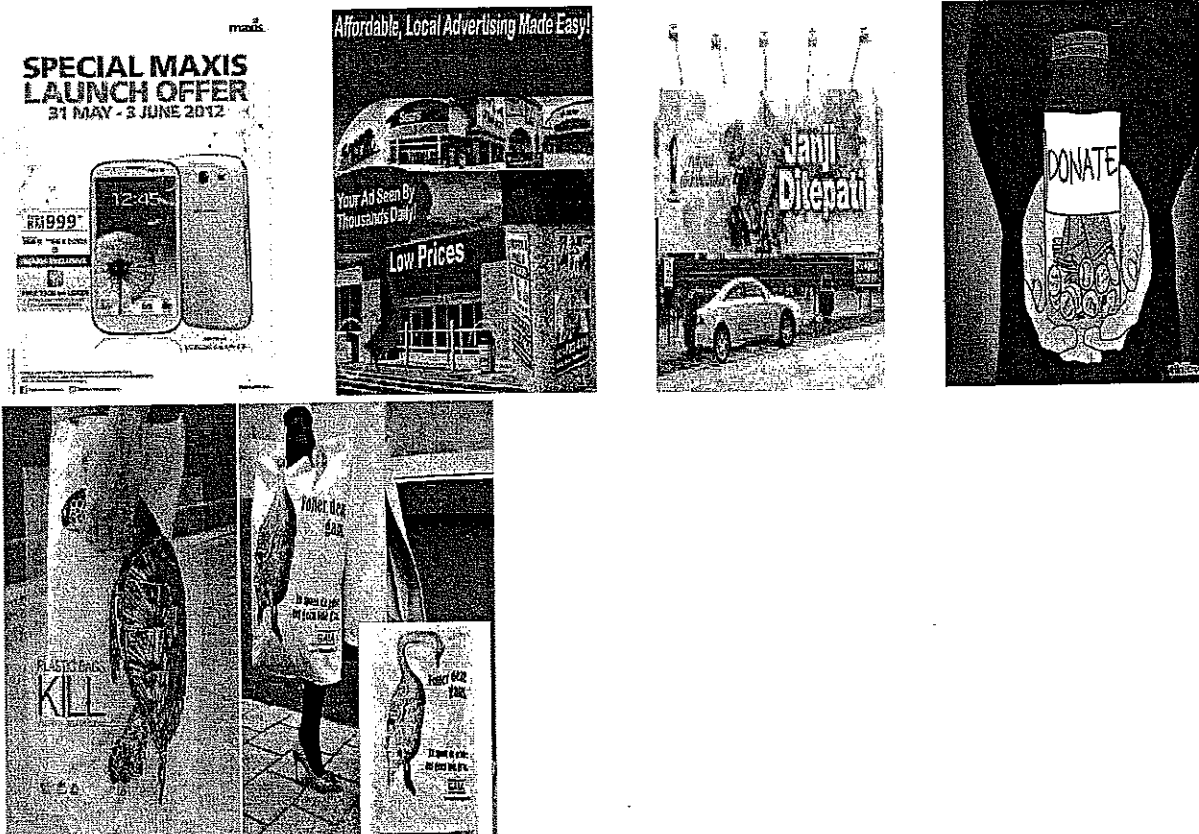
**Instructions:** Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

Advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (good, services and ideas) by identified sponsors through various media.

- (a) Describe **FIVE (5)** benefits of advertising with suitable examples. (10 marks)
  
- (b) Choose an Advertisement Agency In Malaysia and applied the **FIVE (5)** key players in chosen Advertisement Agency. (10 marks)

**Question 2**



- (a) List and describe **FIVE (5)** types of above advertising. (Based on above pictures)  
(10 marks)
- (b) Discuss the **TWO (2)** effective components of modern advertising with examples.  
(10 marks)

**Question 3**

- (a) A new local advertising agency just started the business. Currently, it does not have any clients. Analyze the **FIVE (5)** ways how the agency can get clients.  
(10 marks)
- (b) Compare full service agencies and creative boutique agencies. **FIVE (5)** comparisons is needed.  
(10 marks)

**Question 4**

- (a) Explain the **FOUR (4)** category of market segmentation with suggested examples.  
(12 marks)
- (c) Explain briefly the **FOUR (4)** steps in the video production process.  
(8 marks)

**Question 5**

- (a) Explain the **THREE (3)** tools for Radio Copywriting.  
(6 marks)
- (b) Describe the **FOUR (4)** characteristics of Television Copy.  
(12 marks)
- (c) Give **ONE (1)** example of advertisement that has emotional appeal.  
(2 marks)

**SECTION B (ESSAY)**

**Instructions:** Answer any **TWO (2)** out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

*There is no one right way to do advertising. There are some common message formats used by a planner to give direction to the creative advertisement team.*

Describe at least **FIVE (5)** types of message formats with suitable examples. (20 marks)

**Question 2**

Discuss any **FIVE (5)** Message Strategy Objectives and Techniques in producing an effective Advertisement. (20 marks)

**Question 3**

Describe at least **FIVE (5)** advantages of using magazines as an advertising medium compare to an interactive advertising medium. (20 marks)

**Question 4**

*Deciding what facts to convey in advertisement is never easy. Research is needed to develop and test alternative message strategies.*

Analyze the **FOUR (4)** techniques of message strategies in message development research with suggested examples. (20 marks)