

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2019

Programme : Diploma In Business (DIB)

Course : MKT2134: Marketing Communications

Date of Examination : 28 July 2019, (Sunday)

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) : Lee Koon Yoong and Lawrence Shia

Moderator : Ms Hew Fui Mun

This paper consists of 3 printed pages, including the cover

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2134: MARKETING COMMUNICATIONS
FINAL EXAMINATIONS: APRIL 2019 SESSION

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

Question 1

Your friend has just opened a mini-grocery store. You are to give advice to your friend on using various types of sales promotion to provide consumers an extra incentives to make purchase of the products. Explain to your friend any **SIX (6)** techniques on consumer-oriented sales promotion tools with relevant example.

(25 marks)

Question 2

The global recession has hurt luxury brands. Consumer confidence and spending are weaken during recession. Discuss **FIVE (5)** appropriate approaches that you can help a luxury company to build its brand during recession. Provide justifications and relevant examples to your answers.

(25 marks)

Question 3

Identify and explain with relevant examples **FIVE (5)** budgeting approaches used in money allocation in promoting a product.

(25 marks)

Question 4

Your uncle has recently opened a restaurant in Mont Kiara Kuala Lumpur. He is in the midst of choosing a celebrity to serve as an advertising spokesperson for his newly opened restaurant. Discuss **FIVE (5)** factors that you suggest to your uncle before signing the celebrity as an endorser.

(25 marks)

Question 5

- (a) Advertising agency spends a lot of time thinking the right message appeal to persuade consumers to make purchase. List and discuss **THREE (3)** types of message appeals with relevant examples (15 marks)
- (b) Advertiser always concern about the message structure in designing an advertisement. Discuss the following **TWO (2)** message structures with relevant examples.
- i) Order of Presentation (5 marks)
 - ii) Conclusion Drawing (5 marks)

Question 6

List and discuss **FIVE (5)** public relation strategies to cope with public relation crisis. Justify your answer with relevant examples. (25 marks)

~ The End ~

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