

**INTI**  
International College Subang  
LAUREATE INTERNATIONAL UNIVERSITIES'

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Mass Communication (DMCN)

Course : **MKT2100: Integrated Marketing Communications**

Date of Examination : August 7, 2015

Time : 11:00am – 1:00pm 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.

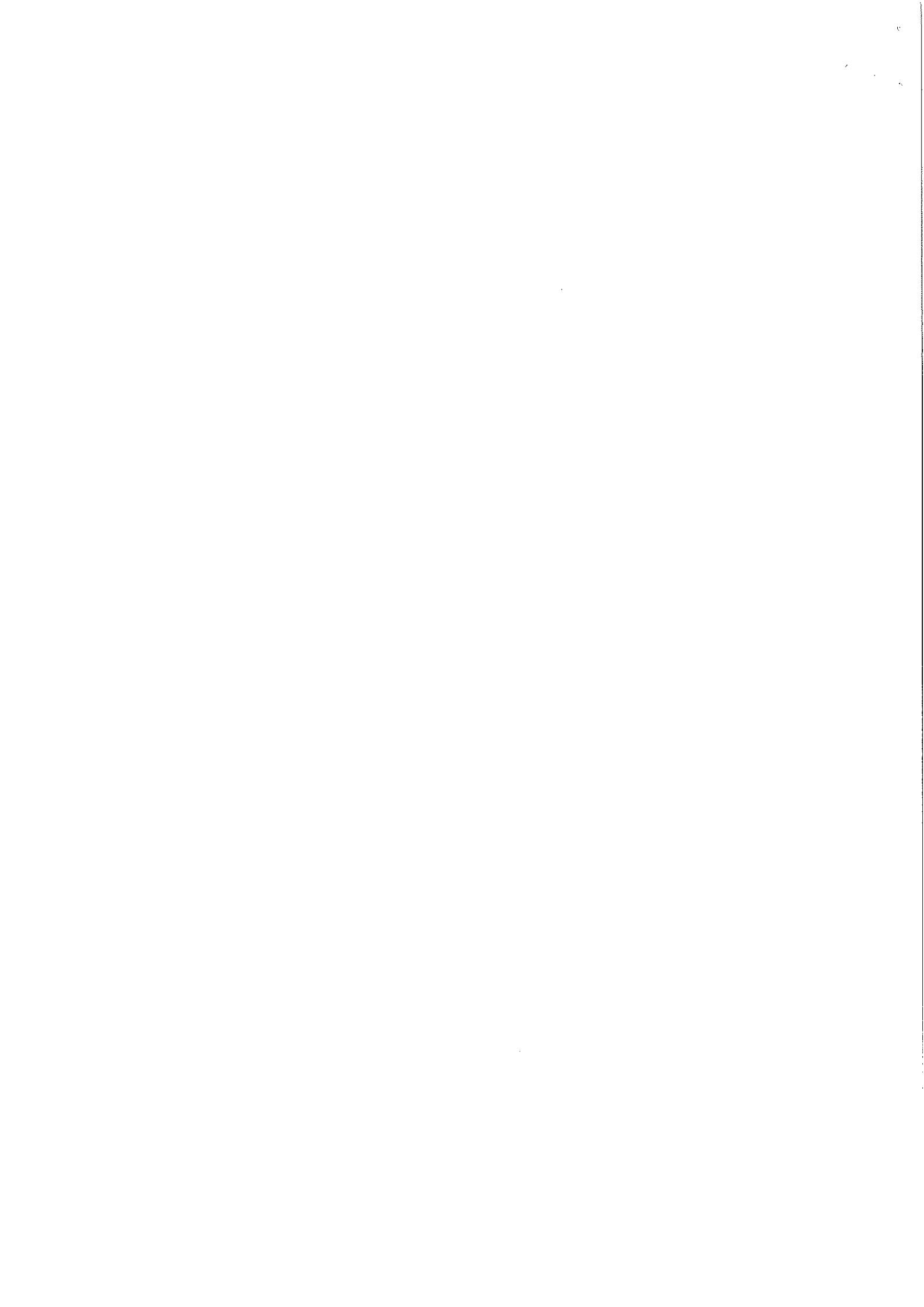
Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Ms. Esaline Marie Spykerman, Saravanan Krishnan.**

Moderator : Dr. Nor Azura Adzharuddin

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



INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)

MKT2100: INTEGRATED MARKETING COMMUNICATIONS

FINAL EXAMINATION: APRIL 2015 SESSION

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**Question 1**

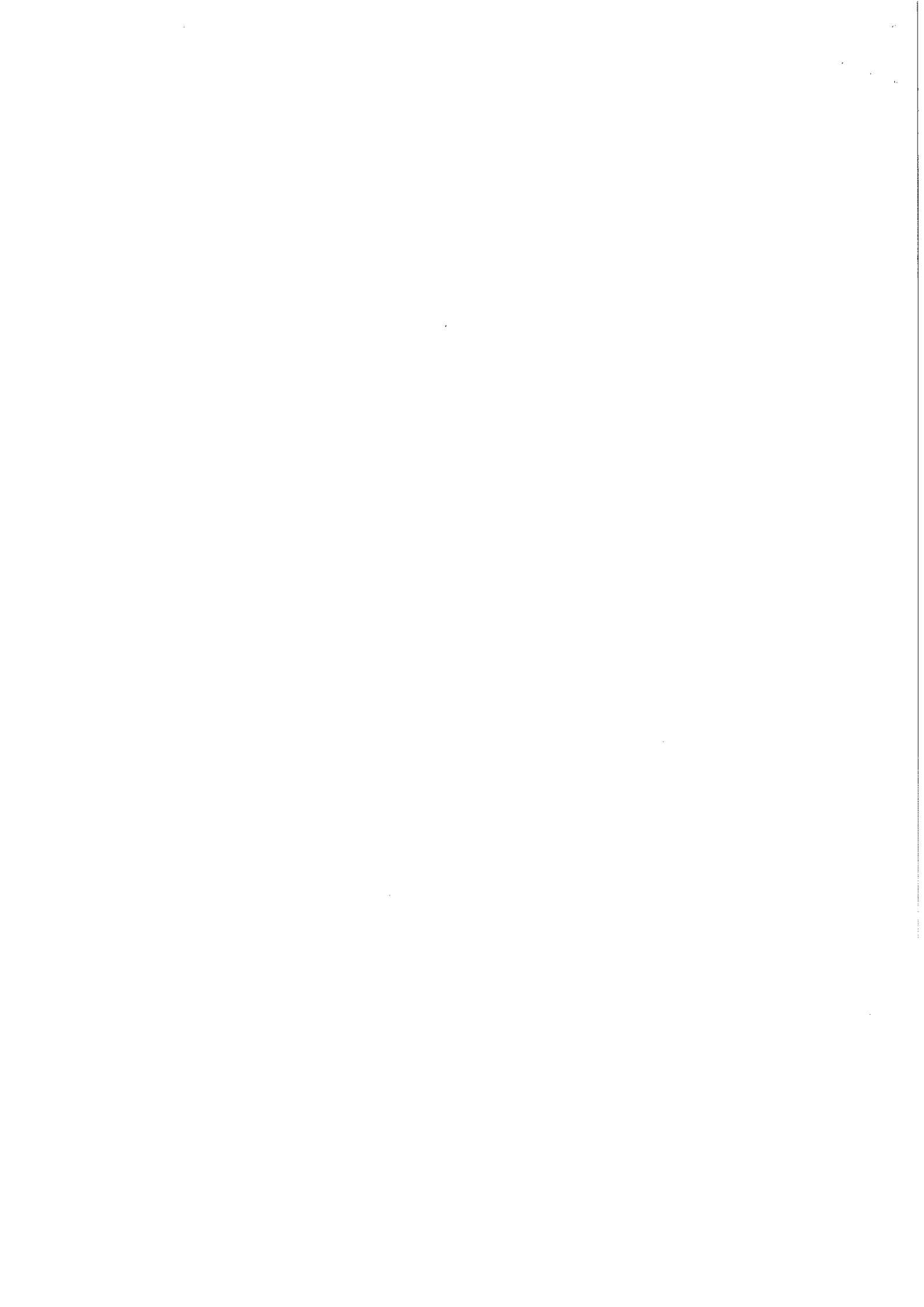
- a) Why is the use of direct marketing growing? Give examples to support your answer.  
(10 marks)
- b) Define direct marketing and what are the **SIX (6)** components typically found in a direct marketing?  
(15 marks)

**Question 2**

- a) What is a sales promotion? In your answer explain the two categories of sales promotion and describe the primary benefits of a sales promotion to the marketer.  
(15 marks)
- b) List **FIVE (5)** goals of a consumer sales promotion. Explain each goal with examples.  
(10 marks)

**Question 3**

- a) Describe the role of public relations departments as a functional tool of Marketing Communication (MC).  
(12 marks)
- b) Name **ONE (1)** brand publicity tool. What are the **SIX (6)** common brand publicity objectives? Give examples to support your answer.  
(13 marks)



**Question 4**

- a) Explain event sponsorship and briefly describe their role in creating experiential contact with a brand or company. Support your answer with relevant examples.  
(17 marks)
- b) As with any Marketing Communication function, there are strengths and weaknesses. Briefly describe the strengths and weaknesses of events and sponsorship.  
(8 marks)

**Question 5**

Define Personal Selling and describe the strengths and limitations of personal selling as an MC tool.  
(25 marks)

**Question 6**

- a) What are the most important characteristics of the Internet to the marketer?  
(10 marks)
- b) What are interactive media and describe the characteristics that distinguish interactive media from mass media?  
(15 marks)

**-The End-**  
MKT2100(F)/April2015

