

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

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

Course : **COM1103/SGM1113: Principles Of Advertising**

Date of Examination : 30 July, 2016 (Saturday)

Time : 2:00pm – 4:00pm 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) : **Zulkarnain Mohd Dahlim** and Esaline Marie Spykerman

Moderator : Elillarasi Kuppusamy

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

DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM1103/SGM1113: PRINCIPLES OF ADVERTISING  
FINAL EXAMINATION: APRIL 2016 SESSION

**Instruction:** This paper consists of **THREE (3) SECTIONS**. Answer **ALL** questions in **SECTION A**; any **THREE (3)** questions in **SECTION B**; and **TWO (2)** questions in **SECTION C**.

**SECTION A: MULTIPLE CHOICE QUESTIONS**

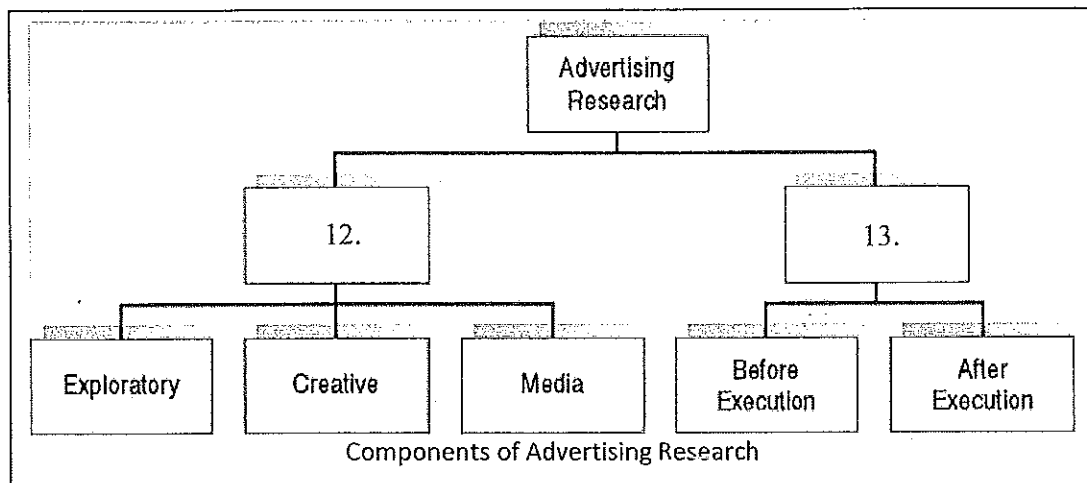
This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the OMR sheet provided. Each question merit **ONE (1)** mark. **(30 marks)**

1. 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
  
2. Which of the following is NOT part of the modern definition of advertising?
  - A. is a paid form of communication
  - B. has an identified sponsor
  - C. is usually personal in nature
  - D. provides information about products
  
3. The person who shapes and sculpts the words in an advertisement is called a \_\_\_\_\_.
  - A. Wordsmith
  - B. Art director
  - C. Creative director
  - D. Copywriter
  
4. The following are components of Strategic Planning in Marketing and Advertising planning EXCEPT for;
  - A. identify target audience
  - B. determine objective
  - C. specify time frame
  - D. identifying the problem

5. Tactics in Strategic Planning refers to;
- A. coming up with strategies in business.
  - B. ways to achieve the aims.
  - C. actions that make the plan come true.
  - D. the way the marketing communication efforts are executed.
6. 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. magazines
  - B. radio
  - C. television
  - D. internet
7. \_\_\_\_\_ compiles information about the product, the product category, and other details of the marketing situation that will impact the development of advertising strategy.
- A. Advertising research
  - B. Market research
  - C. Consumer research
  - D. Strategic research
8. The following are types of advertising agencies EXCEPT for \_\_\_\_\_.
- A. Creative boutique
  - B. In-house agency
  - C. Internship agency
  - D. Media buying agency
9. The following are part of the four level strategic planning from top-down, EXCEPT;
- A. Marketing Level
  - B. Director Level
  - C. Corporate Level
  - D. Advertising Level
10. \_\_\_\_\_ 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

11. 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. Secondary research suppliers gather and organize information around specific topic areas for other interested parties.

For the next 2 questions, refer to the chart below. Advertising Research is a specialized form of marketing research conducted to improve the efficiency of advertising. Fill in the right advertising research components for the chart below;



- 12.
- A. Promotion
  - B. Channels
  - C. Strategic
  - D. Evaluative

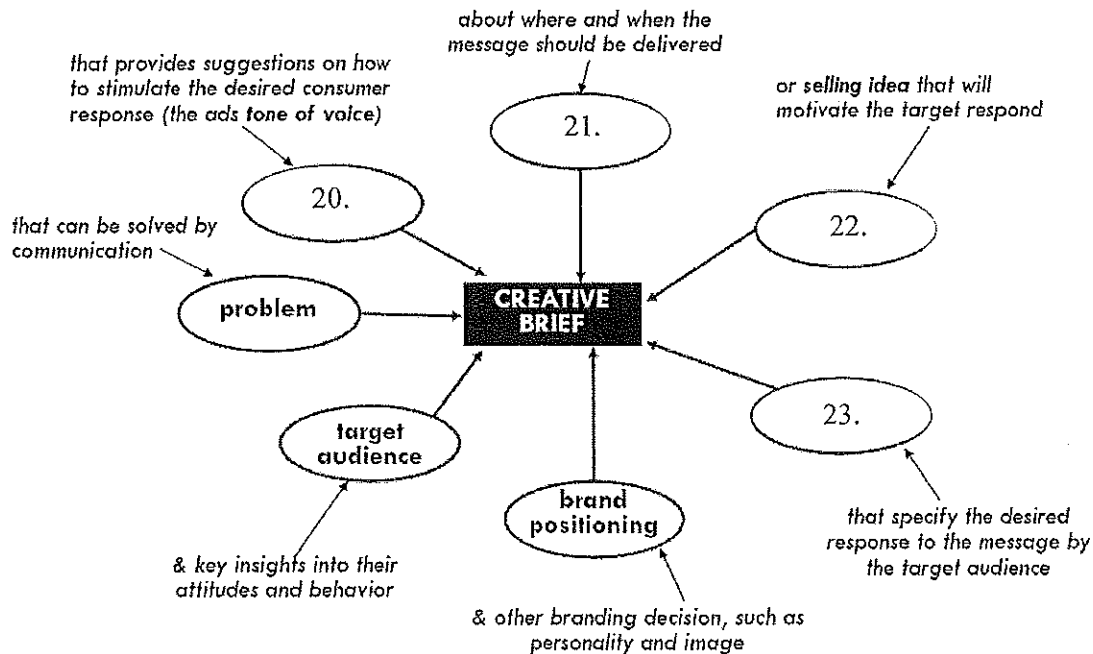
- 13.
- A. Social
  - B. Accounts
  - C. Strategic
  - D. Evaluative

14. In Key Media Concepts in Advertising Plan, impressions refers to;
- A. One person's opportunity to be exposed one time to an ad in a newspaper, magazine or any outdoor location.
  - B. The actual readership of an ad. eg; a magazine has 1m circulation but might be read on average by 2.5 people per issue.
  - C. The percentage of the media audience exposed (at least once) to the advertiser's message during a specific time frame. estimates the actual readership and circulation which refers to number of copies sold
  - D. The average reach of the maximum number of people watching the program at any one time.
15. Cadence in Media Industry Trends refers to;
- A. The involvement of interactivity, it is holding onto the audience using the media by using the give and take messaging.
  - B. The reflection of the pace of today's life where things move faster, attention spans are shorter and audience want to spend less time with advertisements.
  - C. When many types of products are similar. Products and services are almost interchangeable to customers.
  - D. The engaging of audience & providing knowledge to the consumer over a period of time, it is likely to build a real interest & encourage purchase.
16. The most expensive time block in television advertising is the \_\_\_\_\_, Monday to Saturday from \_\_\_\_\_ to \_\_\_\_\_.
- A. Prime Time. 8.00pm to 11.00pm.
  - B. Prime Access. 7.30pm to 8.00pm.
  - C. Prime Time. 7.30pm to 10.30pm.
  - D. Prime Access. 8.00pm to 11.00pm.
17. \_\_\_\_\_ 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. Experimental

18. In Design and Print Production, Warm color refers to;
- A. Blue.
  - B. Green.
  - C. Violet.
  - D. Orange.
19. \_\_\_\_\_ for broadcast production develops the storyboard and establishes the look and feel of the commercial, whether realistic, stylized or fanciful, etc.
- A. Producer
  - B. Copywriter
  - C. Videographer
  - D. Art Director

For the next 4 questions, refer to the chart below. Creative Brief is a document prepared by the account planner to summarize the basic marketing & advertising strategy. It gives direction to creative team members as they search for a creative concept. Identify the missing key points in the creative brief formula below;

## Key Points in a Creative Brief



- 20.
- A. Association Considerations
  - B. Creative Direction
  - C. Social Direction
  - D. Consumer influences
- 21.
- A. Media Considerations
  - B. Communication Channels
  - C. Message Options
  - D. Communication Options
- 22.
- A. Communications
  - B. Position
  - C. Plan
  - D. Proposition
- 23.
- A. Respond strategy
  - B. Audience objectives
  - C. Communication objectives
  - D. Target messages
24. The effective use of visuals in advertising can produce the desired impact. To be effective, Advertising should be;
- A. Attention grabbing
  - B. Stick in memory
  - C. Cement belief
  - D. All of the above
25. Newspapers, magazines, brochures, and other printed surfaces are known as \_\_\_\_\_ media vehicles.
- A. broadcast
  - B. narrowcast
  - C. print
  - D. directional
26. The following are true in Typography EXCEPT;
- A. Font - refers to the specific typeface.
  - B. X-height – refers to the height of the capital letter.
  - C. Legibility - how easy it is to read the letters.
  - D. Points - the size of font being used.

27. 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. public-service

28. The Print ad layout below refers to the;



- A. Picture window layout
  - B. All art layout
  - C. Dominant type layout
  - D. Circus layout
29. Advertising is usually paid for by the \_\_\_\_\_.
- A. audience
  - B. agency
  - C. advertiser
  - D. media
30. The Art Director in Print Art Direction uses a series of toolkits to translate the Big Idea into Visual Story. They include;
- A. Video footages
  - B. Audio clips
  - C. Internet broadcasts
  - D. Illustrations

**SECTION B: SHORT ANSWER QUESTIONS**

This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. Each question merits 10 marks. **(30 marks)**

**Question 1**

There are six basic sections in a typical campaign plan, name and describe only **FIVE (5)**.

(10 marks)

**Question 2**

Advertising is a large & varied industry. Different types of advertising have different roles. List and briefly describe with examples any **FIVE (5)** different types of advertising.

(10 marks)

**Question 3**

Discuss the difference between **PRIMARY** and **SECONDARY** research.

(10 marks)

**Question 4**

Describe the **FIVE (5)** advantages of Web Advertising.

(10 marks)

**Question 5**

(a) What is meant by the term "segmenting"?

(2 marks)

(b) List and briefly explain **ANY FOUR (4)** methods of segmenting the consumer market.

(8 marks)

**(Total: 10 marks)**

### SECTION C: ESSAY QUESTIONS

This section consist of **THREE (3)** questions. Answer any **TWO (2)** questions in the answer booklet provided. Each question merit **TWENTY (20)** marks. **(20 marks)**

#### Question 1

Name the **FIVE (5)** Print Media Characteristics. Describe and give one example for each characteristics.

(20 marks)

#### Question 2

Based on psychological influences in Consumer Behavior, describe and draw the Maslow's Hierarchy of Needs. Name each needs. Provide **ONE** relevant product brand name for each category.

(20 marks)

#### Question 3

Name and describe the 3 stages in strategic marketing process. Give one example of each stage in the strategic marketing process.

(20 marks)

~ The End ~

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