

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : 28 July, 2016 (Thursday)

Time : 11:00am – 1:00pm 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) : Esaline Marie Spykerman and Kalaivani Ganasegaran

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM 2105: MEDIA PLANNING
FINAL EXAMINATION: APRIL 2016 SESSION

Instructions: This paper consists of **TWO (2)** Sections, Section A and Section B. Read the instructions carefully to answer the questions.

SECTION A: Short Answer Questions. [TOTAL: 60 marks]

Instruction: Answer **THREE (3)** out of **FIVE (5)** short answer questions.

Question 1

- (a) Explain the difference between *reach* and *frequency*. (10 marks)
- (b) What is the goal of a media plan with respect to these two terms? (10 marks)

[Total: 20 marks]

Question 2

Your friend is confused about the terms *impression* and *circulation*. Explain with examples the difference in these concepts. (20 marks)

Question 3

"Consumers of all ages want brands to feel personalized and meaningful to them," said Y&R BAV president Michael Sussman. One of the most important tasks of a media planner is to understand how consumer choose media.

Identify and elaborate **FIVE (5)** factors of segmenting market to psychographic profiles are critical to formulate an effective media plan that will resonate with consumer's values, personality, attitude and lifestyle. (20 marks)

Question 4

Newspapers	Ad rates (RM)	Advertisement Sizes	Readership
<i>The Sun</i>	45	37cm x 19.5cm (B/W)	170,000
<i>The Star</i>	66.5	37cm x 19.5cm (B/W)	981,000
<i>Tamil Nesan</i>	10	52cm x 20.5cm (B/W)	110,000
<i>Utusan Malaysia</i>	43	54cm x 19.5cm (B/W)	859,000
<i>Sunday Star</i>	66.5	37cm x 12.9cm (B/W)	935,000

- (a) Based on the table above, calculate the CPM for each media vehicle. (15 marks)
- (b) Which media vehicle is the most cost-effective? Why? (5 marks)
- [Total: 20 marks]

Question 5

All media planning starts with a problem in the context of national, local or business-to-business marketing/ advertising. For e.g. how to increase sales volume.

- (a) Illustrate the media pre-planning activities diagram. (5 mark)
- (b) Identify and summarize each of the **THREE (3)** components purposes in the media pre-planning activities. (15 marks)
- [Total: 20 marks]

SECTION B: Essay Questions. [TOTAL: 40 marks]

Instruction: Answer **TWO (2)** out of **FOUR (4)** essay questions.

Question 1

Describe the concept of continuity. Name and describe the **THREE (3)** media schedules and give an example of when each would be best utilized.

(20 marks)

Question 2

Media objectives are goals the media are expected to accomplish. Media objectives specifically identify the marketing target and reflect a balance between how many people will see the advertising message and how many times they will see it during the introductory and sustaining period.



(Image source: www.maggi.com.my)

- (a) Write **TWO (2)** media objectives for Nestle MAGGI® Letup® made explosively delicious and hot for Malaysian from all walks of life who shares a love for hot and spicy food. Your media objectives should include the percentage of the expected reach and frequency, your recommended target audience, and the period of the advertising. (10 marks)

- (b) Write **TWO (2)** media strategies to describe how the media objectives can be accomplished.

Your media strategies should include your identified target audience (who), proposed period of short-term advertising (when), location of your advertising (where), specific type of media approach (how) and frequency of your advertising (how much). (10 marks)

[Total: 20 marks]

Question 3

This spring, Coke Zero rolled out a massive campaign during March Madness. Kicking off in Indianapolis during the NCAA Final Four but rolled out nationwide, the campaign made it easy for consumers to get their hands on a free Coke Zero through multiple touch points.

“People think that they know what Coke Zero tastes like and what it’s all about, but they really don’t,” Danielle Henry, group director of integrated marketing communications at Coca-Cola North America, told The Drum. “Every piece of content that we developed was designed to put a Coke Zero in your hand,” she said of the campaign.

(Source: <http://www.thedrum.com/news/2015/06/04/anatomy-ad-behind-scenes-coke-zero-s-drinkable-advertising-campaign>)

- (a) List and elaborate the **FIVE (5)** types of media that came to life in Coke Zero™ drinkable advertising campaign. (10 marks)

- (b) Based on the article given,

- (i) Discuss the role of Shazam app in Coke Zero™ ‘Taste it’ campaign. (5 marks)

- (ii) Identify the advertising objective for Coke Zero™ drinkable advertising campaign. State your reason/s. (5 marks)

[Total: 20 marks]

Question 4

New research claims that social media influencers might have nearly as much clout as a friend or neighbor—and brands know how to harness these new household names.

According to a joint study by Twitter and analytics firm Annalect, around 40 percent of respondents said they've purchased an item online after seeing it used by an influencer on Instagram, Twitter, Vine or YouTube. Also, 20 percent of respondents said they shared something they saw from an influencer, while one-third of millennials say they follow a creator on Twitter or Vine. (Source: Adweek)

Based on the article,

- (a) Define social media marketing and list **THREE (3)** roles of social media marketing. (5 marks)
- (b) Explain **THREE (3)** benefits of social media as a vehicle to media planners. (15 marks)

[Total: 20 marks]

~THE END~
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