

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2113: Advertising Strategies And Planning**

Date of Examination : 30 July, 2016 (Saturday)

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) : **Rakesh Sarpal** and **Elween Loke Wei Jie**

Moderator : Maizurah Khathu

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

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM2113: ADVERTISING STRATEGIES & PLANNING
FINAL EXAMINATION: APRIL 2016 SESSION

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

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided.
(60 marks)

Question 1

Explain **FOUR (4)** key players in the advertising world.

(20 marks)

Question 2

Name and describe the rational customer-focused selling premises.

(20 marks)

Question 3

Briefly explain needs, wants, innate needs and acquired needs with examples.

(20 marks)

Question 4

Review **FIVE (5)** common advertising objectives that relate to the Facets Model of Effects.

(20 marks)

Question 5

List **FIVE (5)** factors that enhance the probability of ad exposure.

(20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

Question 1

Discuss **FIVE (5)** reasons why an advertiser might benefit from the use of Internet as an advertising medium.

(20 marks)

Question 2

Explain the **FIVE (5)** stages of the consumer decision process. Explain how each stage can affect advertising planning with examples.

(20 marks)

Question 3

Discuss with examples, **FIVE (5)** print advertising standard subjects for advertisement visuals.

(20 marks)

Question 4

Several businesses are using the Internet to expand internationally. Discuss **FIVE (5)** barriers the web faces as an international marketing and advertising medium.

(20 marks)

~ The End ~
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