

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **MKT2100: Integrated Marketing Communications**

Date of Examination : 27 July, 2016 (Wednesday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

Answer any **FOUR (4)** questions in the answer booklet

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Lee Koon Yoong** and Dr Janaka Low

Moderator : Dr Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATION (DMCN)  
MKT2100: INTEGRATED MARKETING COMMUNICATIONS  
FINAL EXAMINATION: APRIL 2016 SESSION

**Instruction:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** out of **SIX (6)** questions in the answer booklet provided.

**Question 1**

- (a) List and describe **THREE (3)** values of Integrated Marketing Communications with examples. (9 marks)
- (b) List and describe **FOUR (4)** factors in the environment that prompted marketers to adopt IMC approach. (16 marks)

**Question 2**

Use **FOUR (4)** elements to compare and contrast sales promotion strategy and advertising strategy with appropriate examples. (25 marks)

**Question 3**

The following is the Facets Model of Effects. Explain each facet with appropriate example.

- Perception
- Emotion
- Cognition
- Association
- Persuasion
- Behaviour

(25 marks)

**Question 4**

List and describe the **FIVE (5)** key players in advertising industry with appropriate examples. (25 marks)

**Question 5**

Choose a company of your choice that uses personal selling strategy to promote to the target market. Describe with examples the **SIX (6)** responsibilities that a sales person must have. (25 marks)

**Question 6**

- (a) Describe Public Relation with an example. (5 marks)
- (b) Use **FIVE (5)** reasons to explain why a company want to use Public Relation strategy. (20 marks)

**~ The End ~**  
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