

 **INTI International  
University & Colleges**

**FINAL  
Examination Paper**

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103: Principles of Advertising

Date of Examination : July 30<sup>th</sup>, 2018 (Monday)

Time : 11:00am – 01:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

SECTION A: Answer ALL multiple choice questions. (30 marks)

SECTION B: Answer any THREE (3) short answer questions. (30 marks)

SECTION C: Answer any TWO (2) essay questions. (40 marks)

**IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Esaline Marie Spykerman and Tan Ben Jane

Moderator : Mohd Khairul Irwan Bin Mansor

*This paper consists of 9 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
 COM1103: PRINCIPLES OF ADVERTISING  
 FINAL EXAMINATION: APRIL 2018 SESSION

**SECTION A: Multiple Choice Questions (30 marks)**

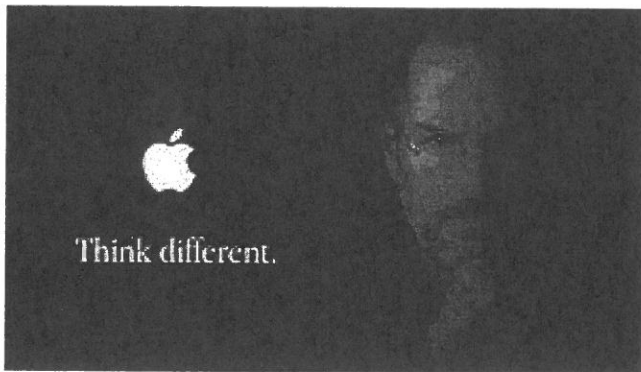
**Instructions:** This section consists of **THIRTY (30)** questions. Candidates are required to answer **ALL** questions in the provided OMR sheet. Each question merits 1 (one) mark.



1. The above advertisement refers to \_\_\_\_\_ .
  - A. Non-profit advertising
  - B. Public service advertising
  - C. Specific advertising
  - D. Direct response advertising
  
2. Marcom is an abbreviation for \_\_\_\_\_.
  - A. marketing company
  - B. marketing communication
  - C. market company
  - D. market communication
  
3. The various marketing communication messages and brand experiences that create and maintain a brand are referred to collectively as \_\_\_\_\_.
  - A. brand position
  - B. point of differentiation
  - C. brand communication
  - D. added value
  
4. Which of the followings best describe strategy and tactic?
  - I. Strategy is a plan to accomplish the objective.
  - II. Tactic is a plan to accomplish the objective.
  - III. Strategy is the way marketing communication effort is executed.
  - IV. Tactic is the way marketing communication effort is executed.

- A. I and III
- B. I and IV
- C. II and III
- D. II and IV

5. The four tools of product, price, place, and promotion are collectively referred to as the \_\_\_\_\_.
- A. product mix
  - B. promotion mix
  - C. marketing mix
  - D. integration elements



6. The above advertisement best describes \_\_\_\_\_.
- A. Corporate advertising
  - B. Brand advertising
  - C. Business-to-business advertising
  - D. Specific advertising
7. Paid persuasive communication that uses mass and interactive media to reach broad audiences to connect an identified sponsor with a target audience is known as \_\_\_\_\_.
- A. advertising
  - B. personal selling
  - C. public relations
  - D. sponsorship
8. Which of the followings are **FALSE**?
- I. Advertising is paid by the advertising agency
  - II. Advertising is paid by the advertiser
  - III. When an advertiser hires an advertising agency, the advertiser becomes the agency's client
  - IV. When an advertising agency hires an advertiser, the advertising agency becomes the advertiser's client

- A. I and III
- B. I and IV
- C. II and III
- D. II and IV

9. Advertising is usually paid for by the \_\_\_\_\_.

- A. audience
- B. target
- C. agency
- D. advertiser

Exclusively for Aeon members

First 30 customers who purchase any Festive Set will receive 1-pc SK-II Facial Treatment Mask worth RM50.

10. Above is an advertisement. The advertiser applies \_\_\_\_\_ advertising appeal.

- A. rational
- B. emotional
- C. scarcity
- D. informative

11. An invitation to go skiing for the weekend forced Donna to look at her current wardrobe. She decided she should have a much warmer coat. Donna was in which stage of the purchase decision?

- A. product evaluation
- B. situational analysis
- C. need recognition
- D. problem screening

12. Google Adwords and Yahoo search engine advertising are examples of \_\_\_\_\_

- A. Pay-per-impression web advertising
- B. Pay-per-click web advertising
- C. Pay-per-action web advertising
- D. Pay-per-use web advertising

13. Which of the followings are **FALSE**?
- I. Magazine has shorter lead time for placing ads compared to newspaper advertising.
  - II. Magazine has longer lead time for placing ads compared to newspaper advertising.
  - III. Outdoor advertising has lower exposure compared to magazine and newspaper advertising.
  - IV. Outdoor advertising has higher exposure compared to magazine and newspaper advertising.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
14. \_\_\_\_\_ describes how individuals or groups select, purchase, or use products, as well as the needs and wants that motivate these behaviors.
- A. Marketing
  - B. Consumption
  - C. Consumer behavior
  - D. Psychology
15. The advertising space can be four pages fold in on themselves. This is a
- A. Broadsheet
  - B. Tabloid
  - C. Gatefold
  - D. Double page spread
16. \_\_\_\_\_ is made up of tangible items—such as art, literature, buildings, and music—and intangible concepts—such as knowledge, laws, morals, and customs—that together define a group of people or a way of life.
- A. Society
  - B. Culture
  - C. Ethnicity
  - D. Behavior
17. Which of the followings are **FALSE**?
- I. Newspaper has higher coverage of audience compared to magazine advertising.
  - II. Newspaper has lower coverage of audience compared to magazine advertising.
  - III. Newspaper has shorter life span compared to magazine.
  - IV. Newspaper has longer life span compared to magazine.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV

18. Which dimension of effective advertising represents the "art" part?
- A. strategic dimension
  - B. personal dimension
  - C. creative dimension
  - D. media dimension
19. Which of the followings are the tool kits that art director uses to translate a big idea into a visual story?
- I. Twist the obvious
  - II. An unexpected association
  - III. Typography
  - IV. Layout and design
- A. I and II
  - B. I and IV
  - C. II and III
  - D. III and IV
20. In an advertising agency, who manages the creative process?
- A. The account planner
  - B. The copywriter
  - C. The creative director
  - D. The client
21. Which of the following is prepared by the account planner to summarize the basic marketing and advertising strategy?
- A. Creative brief
  - B. Positioning statement
  - C. Message objective
  - D. Unique selling proposition
22. Which of the followings are **FALSE**?
- I. Flyer is more flexible compared to brochure when it comes to design.
  - II. Brochure is more flexible compared to flyer when it comes to design.
  - III. The amount of people reached through the use of printed brochures is limited.
  - IV. The amount of people reached through the use of printed flyers is limited.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV

23. Which of the following is **NOT** included in the art director's toolkit for print advertising?
- A. photos
  - B. illustrations
  - C. typefaces
  - D. dubbing
24. Which of the following is **NOT** a reason to use visuals in advertising, based on the Facets Model of Effects?
- A. To anchor associations
  - B. To cement beliefs
  - C. To communicate quickly
  - D. To replace copy
25. A print creative team consists of:
- I. Media director
  - II. Art director
  - III. Photographer
  - IV. Copywriter
- A. II and IV
  - B. II, III and IV
  - C. I, II and III
  - D. All of the above
26. Which term refers to the appearance of an ad's printed matter in terms of the style and size of fonts?
- A. medium
  - B. typography
  - C. composition
  - D. design
27. A layout that uses a number of visuals of matched or proportional sizes is known as \_\_\_\_\_.
- A. picture window
  - B. nonlinear
  - C. dominant type
  - D. panel or grid
28. \_\_\_\_\_ involves in advertising research, media research, advertising planning, media planning and media buying.
- A. Marketing services
  - B. Marketing mix services
  - C. Creative boutiques
  - D. Creative services

29. Outdoor advertising exclude
- A. In-store television
  - B. Product placement
  - C. Store leaflets
  - D. Transit advertising
30. Which of the followings is **TRUE**?
- A. Tabloid is half the size of broadsheet.
  - B. Broadsheet is half the size of tabloid.
  - C. Broadsheet is half the size of gatefold.
  - D. Gatefold is half the size of broadsheet.

**SECTION B: Short Answer Questions (30 marks)**

**Instructions:** This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

Below are the ethical aspects in advertising. Explain the following terms.

- (a) Deceptive advertising
- (b) Puffery
- (c) Negative advertising
- (d) Advertising to children
- (e) Advertising controversial products

(10 marks)

**Question 2**

Identify and explain **FIVE (5)** types of advertising.

(10 marks)

**Question 3**

- (a) Define *segmenting*. (2 marks)
- (b) Name and describe **FOUR (4)** typical approaches to segmentation. (8 marks)

**(Total 10 marks)**

**Question 4**

Identify and describe **FOUR (4)** ways research is used in marketing communication planning.

(10 marks)

**Question 5**

Name and describe **FIVE (5)** of the six steps in the classic creative process.

(10 marks)

**SECTION C: Essay Questions (40 marks)**

**Instructions:** This section consists of **THREE (3)** questions. Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) Identify and briefly explain **FIVE (5)** roles of full service advertising agency.  
(10 marks)
  - (b) List **FIVE (5)** departments in a full service agency.  
(5 marks)
  - (c) What is the similarity and difference between creative service and creative boutique? Briefly explain.  
(5 marks)
- (Total: 20 marks)**

**Question 2**

- (a) List and describe **FIVE (5)** characteristics of effective copy that were given in the chapter.  
(10 marks)
  - (b) Name and describe **THREE (3)** types of direct- and **TWO (2)** indirect-action headlines.  
(5 marks)
  - (c) List and describe **FIVE (5)** techniques copywriters can use to create catchy, memorable slogans.  
(5 marks)
- (Total: 20 marks)**

**Question 3**

- (a) Name and describe the **THREE (3)** main types of newspaper advertising.  
(12 marks)
  - (b) Explain **FOUR (4)** advantages of advertising in magazines.  
(8 marks)
- (Total: 20 marks)**

~ The End ~

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