

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM2113: Advertising Strategies And Planning

Date of Examination : August 1st, 2018 (Wednesday)

Time : 08:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

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

Materials permitted : Nil

Materials provided : Nil

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

Moderator : Maizurah Khathu

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATION: APRIL 2018 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**.

Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

SECTION A: Short answer questions (60 marks).

Answer **THREE (3)** out of five (5) questions in the answer booklet provided.

Question 1

- (a) Identify and explain **THREE (3)** organizations in advertising. (6 marks)
- (b) Identify and briefly explain **FIVE (5)** roles of full service advertising agency. (10 marks)
- (c) List **FOUR (4)** departments in a full service agency. (4 marks)

(Total: 20 marks)

Question 2

- (a) How to apply effective copywriting in print advertisements? Briefly explain **FIVE (5)** guidelines. (5 marks)
- (b) Identify and explain **THREE (3)** elements that are used to construct a long copy print advertisement. (15 marks)

(Total: 20 marks)

Question 3

- (a) Describe the **FIVE (5)** elements found in a creative brief. (10 marks)
- (b) Advertisers use cognitive, affective and conative message strategy in conveying messages. Identify and describe any **TWO (2)** types of message strategy. (10 marks)
- (Total: 20 marks)**

Question 4

- (a) Define what creative boutique agency is. (4 marks)
- (b) List and briefly explain **FOUR (4)** key departments in traditional advertising agency. (16 marks)
- (Total: 20 marks)**

Question 5

- (a) Explain any **THREE (3)** key players in the advertising world. Support your answer with example. (12 marks)
- (b) Explain with examples the following terms:
- (i) Wants
 - (ii) Needs
 - (iii) Innate needs
 - (iv) Acquired needs
- (10 marks)
- (Total: 20 marks)**

SECTION B: Essay questions

Answer any **TWO (2)** out of **FOUR (4)** questions in the answer booklet provided. **(40 marks)**

Question 1

Identify and briefly explain **FOUR (4)** brand positioning strategies. Provide an example of each brand positioning strategy.

(Total: 20 marks)

Question 2

(a) What is typography? Briefly explain.

(2 marks)

(b) Identify and briefly explain **SIX (6)** elements of typography. Provide an example of each element with illustrations to demonstrate the difference between before and after adjustments.

(18 marks)

(Total: 20 marks)

Question 3

(a) Define the function of the Facets Model of Effects.

(2 marks)

(b) Discuss with examples the **SIX (6)** advertising objectives that relate to the model.

(18 marks)

Question 4

(c) Discuss any **FIVE (5)** types of advertisement copy. Support your answer with example.

(20 marks)

~ **The End** ~

COM 2113 (F) April 2018/HIZAM