

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : MKT2100: Integrated Marketing Communications

Date of Examination : July 30, 2018 (Monday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Lee Koon Yoong and Nor Afidah

Moderator : Ms. Hew Fui Mun

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATIONS: APRIL 2018 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

You are asked to promote a new movie, Avengers, in Klang Valley, Malaysia market. Explain **FIVE (5)** advertising strategies on how you would like to promote the movie. (25 marks)

Question 2

Choose a product of your choice. Explain by using **FIVE (5)** promotional mix tools with examples to communicate with your target markets. (25 marks)

Question 3

Your friend has approached you for help to develop a media plan. You are to give advice to him/her about the **FIVE (5)** criteria considered in the development of Media Plan. Explain with relevant examples of the **FIVE (5)** criteria to develop a media plan. (25 marks)

Question 4

- (a) Direct Marketing has been around since the invention of the printing press in the 15th century. Referring to this statement, explain **FOUR (4)** factors that influence the rapid growth of direct marketing. (20 marks)
- (b) Describe any **TWO (2)** media employed for direct marketing strategies. (5 marks)

Question 5

- (a) Differ consumer-oriented promotions from trade-oriented promotion with relevant examples. (5 marks)
- (b) Marketers have been using various types of sales promotion to give consumers an extra incentives to purchase their products and services. List and explain any **FOUR (4)** techniques on consumer oriented sales promotion tools. (20 marks)

Question 6

- (a) List **FIVE (5)** advantages of using public relations to promote a product. (5 marks)
- (b) Describe **FOUR (4)** public relation tools with relevant examples. (20 marks)

~ The End ~

Formatted/Mkt2100(f)apr2018/hizam

