

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2113: Advertising Strategies and Planning**

Date of Examination : 31 July, 2019 (Wednesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions

SECTION B: Answer any **TWO (2)** questions

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Awang Masrin Bin Awang Mohd Nor** and Teoh Ai Li

Moderator : Ms Maizurah Khatu

This paper consists of 5 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATION: APRIL 2019 SESSION

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

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

Question 1

- (a) List down **FOUR (4)** top agencies and the largest marketing companies in the world. (8 marks)
- (b) Define each of the following and provide an example for each
- i. Advertiser
 - ii. Advertising Agency
 - iii. Collateral Services

(12 marks)

(Total: 20 marks)

Question 2

- (a) In marketing and communication concept of integrated marketing communication, specialized marketing communication services is equally important to advertisers and advertising agency.

Explain the **FOUR (4)** specialized marketing communication services.

(8 marks)

- (b) Explain these concepts with an appropriate example of each.

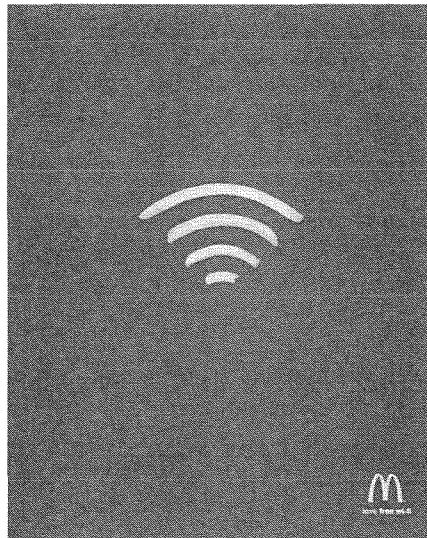
- i. Interactive Communication
- ii. Brand Signals
- iii. Semiotics

(12 marks)

(Total: 20 marks)

Question 3

- (a) Explain **copywriter** in advertising. (1 mark)
- (b) Explain **THREE (3)** ways to obtain consumers' insight. (9 marks)



- (c) The above is a print advertisement for McDonald's campaign "Wi-Fries" designed by DDB Sydney Australia in 2009. You are required to answer the questions below from the details provided.
- i. Identify the **source** for the message of this campaign.
 - ii. Identify the **encoder** for the message of this campaign.
 - iii. Identify the **types of noises** in this advertisement.
 - iv. Identify the **channel** delivered in this advertisement.
 - v. Explain the **message** of the campaign.
- (10 marks)

Question 4

- (a) List down **TWO (2)** companies that provide a **Primary Research** data to clients and agencies. (4 marks)
- (b) In achieving an effective marketing strategic planning for the clients and agencies, there are two ways of collecting information about the market and the consumer preferences. Explain these **TWO (2)** research methods in making a strategic planning. (4 marks)
- (c) In marketing communication planning, there are few steps in conducting research in marketing communication planning. List down **SIX (6)** ways research is used in marketing communication planning. (12 marks)

(Total: 20 marks)

Question 5

(a) In the creative process and message strategy, there are number of ways to achieve communication objectives by choosing the right strategic approach called **head and heart**. Explain these terms with an appropriate example for each.

- i. Hard Sell
- ii. Soft Sell

(8 marks)

(b) In a creative process of ideation, there are **SIX (6)** ways of how to get an idea. List down the **SIX (6)** ways.

(12 marks)

(Total: 20 marks)

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

Question 1

In the advertising agency world, it cooperates big businesses and financial considerations with various players. Procter & Gamble for instance, spend nearly USD5 billion annually on global advertising. With this kind of money on the table, you can imagine that the agency-client relationship is under pressure from both sides.

Explain **FOUR (4)** ways of how agencies are paid in the advertising industry nowadays.

(20 marks)

Question 2

It all begins with communication in order to achieve an effective advertising campaign. Explain the *process of communication* by using the basic mass communication model (**SMCR**) between each of the components of advertising.

(20 marks)

Question 3

As a student of advertising and marketing communication, you need to know more about how the advertising industry and agencies are organized and how they operate. There are few elements within these such as the key players and what they do to consumers.

Explain **FIVE (5)** key players within the advertising world that are responsible in making a campaign feasible to the market and consumer.

(20 marks)

Question 4

Effective marketing communication speaks to us about things we want to know in ways we like. One of the methods were **AIDA** in traditional approaches used by professionals to outline the impact of advertising.

Explain the **FOUR (4)** elements of **AIDA** concepts.

(20 marks)

-The End-

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