

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **MKT2100: Integrated Marketing Communications**

Date of Examination : 2 August, 2019 (Friday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Lee Koon Yoong** and Nor Afidah Azmi

Moderator : Dr Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATIONS PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATION: APRIL 2019 SESSION

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

Question 1

Identify and explain **FIVE (5)** types of promotional tools with relevant examples.

(25 marks)

Question 2

(a) Discuss **TWO (2)** types of sales promotion.

(5 marks)

(b) Marketers have been using various types of sales promotion to give consumers an extra incentive to purchase their products and services. List and discuss any **FOUR (4)** techniques on consumer oriented sales promotion tools.

(20 marks)

(Total: 25 marks)

Question 3

(a) Direct Marketing has been around since the invention of the printing press in the 15th century. As refer to this statement explain **FOUR (4)** factors of the rapid growth of direct marketing.

(20 marks)

(b) Discuss **TWO (2)** media employs for direct marketing strategies.

(5 marks)

(Total: 25 marks)

Question 4

- (a) Explain **FOUR (4)** types of advertising and provide the relevant examples. (20 marks)
- (b) List **FIVE (5)** functions of advertising. (5 marks)
- (Total: 25 marks)**

Question 5

- (a) Discuss **FIVE (5)** characteristics of creative personnel. (10 marks)
- (b) List and explain Young's **FIVE (5)** steps of creative process model in creating an advertisement for a product. (15 marks)
- (Total: 25 marks)**

Question 6

- (a) The person in marketing message is considered as a source. Identify **TWO (2)** types of source with the relevant explanation. (6 marks)
- (b) List and explain **THREE (3)** components of source attractiveness. (9 marks)
- (c) List and discuss **FIVE (5)** factors of choosing the celebrity endorser. (10 marks)
- (Total: 25 marks)**

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