

 **INTI** International  
University & Colleges

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1103: Principles Of Advertising**

Date of Examination : 6 December, 2018 (Thursday)

Time : 5:00pm – 7:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

SECTION A: Answer ALL questions in the OMR sheets

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

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

**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 12 printed pages, including the cover page*

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

**Section A (30 marks)**

**Instruction:** This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the OMR sheet provided.

1. Which of the followings is FALSE?
  - A. Print media has shorter exposure compared to broadcast media.
  - B. Newspaper has shorter lead time compared to magazine.
  - C. Magazine has longer life span compared to newspaper.
  - D. Brochure is more flexible compared to leaflet/ flyer when it comes to design.
  
2. Online affiliate program is an example of \_\_\_\_\_
  - A. Pay-per-use web advertising
  - B. Pay-per-click web advertising
  - C. Pay-per-action web advertising
  - D. Pay-per-impression web advertising
  
3. Which of the followings are FALSE?
  - I. Bottom-up system is where the plan is channeled through each next higher level for approval.
  - II. Top-down system is where the plan is channeled through each next higher level for approval.
  - III. The correct sequence of marketing and advertising planning is corporate, marketing, IMC, advertising level.
  - IV. The correct sequence of marketing and advertising planning is corporate, IMC, marketing, advertising level.
  - A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV

4. Which of the followings are FALSE?
- I. SWOT refers to strengths, weaknesses, opportunity and threats
  - II. SWOT refers to strengths, weaknesses, opportunity and treats
  - III. Internal analysis include customer analysis and competitor analysis
  - IV. External analysis include customer analysis and competitor analysis
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
5. \_\_\_\_\_ is responsible for interpreting the client's marketing needs to advertising agency, and presenting advertising agency's recommendations to the client.
- A. Creative boutiques
  - B. Creative services
  - C. Account services
  - D. Accounting services
6. Which of the followings are FALSE?
- I. Syndicated research is where results are available for sale to multiple companies.
  - II. Customized research is where results are available for sale to multiple companies.
  - III. Advertising and public relations are part of the marketing mix strategies.
  - IV. Advertising and public relations are part of the promotion mix strategies.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
7. Which of the followings is TRUE?
- A. A showreel is a way for the advertiser to promote their expertise with the aim of gaining a new client.
  - B. A showcase is a way for the advertiser to promote their expertise with the aim of gaining a new client.
  - C. A showreel is a way for the advertising agency to promote their expertise with the aim of gaining a new client.
  - D. A showcase is a way for the advertising agency to promote their expertise with the aim of gaining a new client.

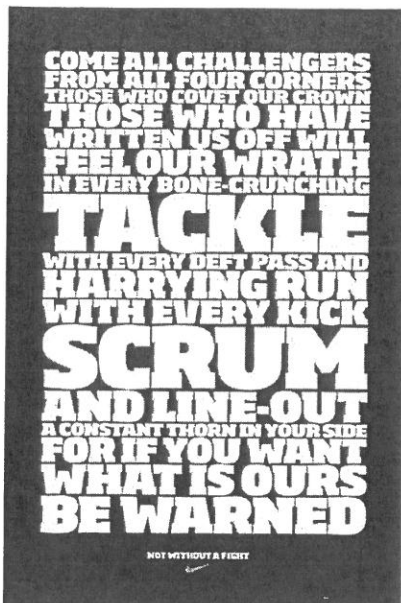
8. Which of the followings are FALSE?
- I. Distrust in advertisements is highest for television commercials, and viewers find that it is offensive.
  - II. Distrust in advertisements is highest for internet commercials, and visitors find that it is offensive.
  - III. It is difficult to reach a very specific and small market segment through the use of internet advertising, reducing its cost effectiveness.
  - IV. It is difficult to reach a very specific and small market segment through the use of television advertising, reducing its cost effectiveness.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
9. The structures of advertising agency include
- I. Customized system
  - II. Syndicated system
  - III. Group system
  - IV. Departmental system
- A. I and II
  - B. III and IV
  - C. I, II and III
  - D. All of the above
10. Which of the followings are the tools of creative process?
- I. Twist the obvious
  - II. Picture window
  - III. Unexpected association
  - IV. All art
- A. I and II
  - B. I and III
  - C. II and III
  - D. III and IV
11. 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

12. Which of the followings are FALSE?

- I. A company that promotes a merchant is an affiliate.
  - II. An advertiser that is being promoted in another website is an affiliate.
  - III. Every time someone clicks on the advertisement, the advertiser needs to pay a fee to the affiliate.
  - IV. Google considers other factors besides monetary value in search engine advertising.
- A. I and III
  - B. II and III
  - C. I and IV
  - D. II and IV

13. Which of the followings are TRUE?

- I. Google considers monetary value in search engine advertising.
  - II. Google considers open rate history in search engine advertising.
  - III. Google considers click-through rate history in search engine advertising.
  - IV. Google considers landing page quality in search engine advertising.
- A. I, II and III
  - B. II, III and IV
  - C. I, III and IV
  - D. All of the above



14. The above advertisement refers to \_\_\_\_\_.
- Picture window
  - All art
  - Dominant type
  - Panel or grid
15. Which of the following online advertisings are free of charge?
- Affiliate marketing
  - Article submission
  - Search engine advertising
  - Search engine optimization
- I and II
  - II and III
  - II and IV
  - III and IV
16. Outdoor advertising exclude
- In-store television
  - Product placement
  - Store leaflets
  - Transit advertising
17. Planning, executing and controlling the use of the promotion elements to effectively communicate with target audiences. This is \_\_\_\_\_.
- Integrated Creative Communication
  - Integrated Marketing Communication
  - Internal Marketing Communication
  - Integrated Media Communication

18. Which of the followings are the format and size of newspaper advertisement?
- I. Gatefold
  - II. Broadsheet
  - III. Tabloid
  - IV. Double page spread
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
19. Which of the following is NOT part of the modern definition of advertising?
- A. Is a paid form of communication
  - B. Has an identified sponsor
  - C. Is usually personal in nature
  - D. Provides information about products
20. The person who shapes and sculpts the words in an advertisement is called a (n) \_\_\_\_\_.
- A. Wordsmith
  - B. Art director
  - C. Creative director
  - D. Copywriter
21. The following are types of advertising agencies **EXCEPT** for \_\_\_\_\_.
- A. Creative boutique
  - B. Account boutique
  - C. Full service agency
  - D. In-house agency
22. Which of the followings are the tool kits that art director uses to translate a big idea into a visual story?
- I. Media mix
  - II. Photos and illustrations
  - III. Typography
  - IV. Layout and design
- A. I, II and III
  - B. I, II and IV
  - C. II, III and IV
  - D. All of the above

23. Which of the followings are true?
- I. Broadsheet is the standard size generally 22 inch X 14 inch.
  - II. Tabloid is the standard size generally 22 inch X 14 inch.
  - III. Tabloid is half the size of broadsheet.
  - IV. Broadsheet is half the size of broadsheet.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV
24. The advertising space can be four pages fold in on themselves. This is a
- A. Broadsheet
  - B. Tabloid
  - C. Gatefold
  - D. Supplements
25. Which of the following statement best explains transit advertising?
- A. A cafe advertises its new line of coffee products on its van.
  - B. Advertising fast food in train stations and airline terminals.
  - C. Advertisement of watches displayed inside a train.
  - D. All of the above are correct.
26. Which of the followings is FALSE?
- A. Outdoor advertising has high exposure.
  - B. Outdoor advertising has limited message capabilities.
  - C. Magazine advertising has higher coverage of audience compared to newspaper advertising.
  - D. Magazine advertising can reach a more specific target audience compared to newspaper advertising.
27. Which of the followings are FALSE?
- I. Television advertising has short exposure.
  - II. Television advertising has high exposure.
  - III. Audience can usually notice and remember the product very well in product placement.
  - IV. Audience can get lost in the story and not noticing or remembering the product in product placement.
- A. I and III
  - B. I and IV
  - C. II and III
  - D. II and IV

28. Google Adwords and Yahoo search engine advertising are examples of?
- A. Pay-per-view web advertising
  - B. Pay-per-click web advertising
  - C. Affiliate marketing
  - D. Pay-per-use web advertising
29. Which of the followings is FALSE?
- A. Brochure/ pamphlet can be used as sales aid, and it can be displayed in office.
  - B. The amount of people reached through the use of printed brochures is limited.
  - C. Brochure/ pamphlet can be prepared and launched within a day.
  - D. Leaflets / flyers are more flexible compared to brochures / pamphlets when it comes to design.
30. Which of the followings is FALSE?
- A. Advertising via television can reach a large number of audiences in cost-efficient manner.
  - B. Outdoor advertising can help in building image of the product.
  - C. It is more flexible to advertise by radio compared to television.
  - D. The amount of people reached through the use of printed brochures is limited.

**Section B (30 marks)**

Instruction: Short answer question – Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided.

**Question 1**

- (a) Besides offering advertising services, full service agency also integrates other marketing communications. List **FOUR (4)** types of other marketing communications. (4 marks)
- (b) Besides the full service advertising agency, there are other types of advertising agencies. Identify and explain **TWO (2)** other types of advertising agencies. (6 marks)

**(Total: 10 marks)**

**Question 2**

- (a) List **FIVE (5)** elements in a creative brief. (5 marks)
- (b) List **TWO (2)** types of advertising appeal, **TWO (2)** types of advertising execution and **ONE (1)** type of message source. (5 marks)

**(Total: 10 marks)**

**Question 3**

- (a) Name **SIX (6)** common types of advertising. (6 marks)
- (b) Describe **TWO (2)** common types of advertising (4 marks)

**(Total: 10 marks)**

**Question 4**

- (a) What is the difference between advertisement and advertising campaign? Briefly explain. (2 marks)
- (b) What is the difference between advertising research and media research. Explain by defining advertising research and media research. (3 marks)
- (c) What is the difference between advertising planning and media planning? Explain by defining advertising planning and media planning. (3 marks)
- (d) What is the difference between creative service and creative boutique? Explain. (2 marks)

**(Total: 10 marks)**

**Question 5**

- (a) What is an advertising research? Explain. (2 marks)
- (b) Identify and explain **TWO (2)** types of advertising research. (6 marks)
- (c) List **TWO (2)** components of creative brief that relates to advertising research. (2 marks)

**(Total: 10 marks)**

**Section C (40 marks)**

**Instruction:** Essay question – Answer **TWO (2)** out of **THREE (3)** in the answer booklet provided. All questions carry equal marks.

**Question 1**

Identify **TWO (2)** types of print media and **TWO (2)** types of broadcast media. Next, explain **ONE (1)** advantage and **ONE (1)** disadvantage of each type of medium.

(20 marks)

**Question 2**

Identify and explain **FOUR (4)** marketing management functions.

(20 marks)

**Question 3**

(a) Name and describe the **THREE (3)** main types of newspaper advertising.

(10 marks)

(b) How to write an effective long body copy in print advertisement? Briefly explain **FIVE (5)** guidelines.

(10 marks)

**(Total: 20 marks)**

~ The End ~

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