

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

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

Date of Examination : 6 December, 2018 (Thursday)

Time : 5.00pm – 7.00pm 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) : **Esaline Marie Spykerman** and Tan Ben Jane

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

Question 1

(a) Full service agency is divided into a few departments, where different departments play different roles. Explain the roles of

(i) Marketing service

(4 marks)

(ii) Account service

(4 marks)

(b) Explain the difference between creative service and creative boutique.

(2 marks)

(c) Three employees in an advertising agency are assigned to a four-month advertising project. The annual salary for an employee: RM58,000. The employees work 8 hours a day, 20 days a month and 200 days per year. The agency has set a rate of 2.1, which is agreed upon by the client.

Calculate:

(i) Retainer for each month

(ii) Total payment the client has to pay for the four-month project
Show your workings and answers.

(10 marks)

(Total: 20 marks)

Question 2

- (a) Describe the **FIVE (5)** elements 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 3

- (a) What is the role of interactive communication in branding? (4 marks)
- (b) Why is nonverbal communication important in brand messages? Provide examples. (4 marks)
- (c) Briefly describe the purpose of the Facets Model of Effects. Name the **SIX (6)** types of consumer responses the model posits. (12 marks)
- (Total: 20 marks)**

Question 4

- (a) Distinguish between strategies and tactics. (5 marks)
- (b) What are the defining characteristics of a strategic business unit? (5 marks)
- (c) What are **TWO (2)** possible marcom objectives in the association category of the Facets Model of Effects? (5 marks)
- (d) What are **TWO (2)** possible marcom objectives in the behavior category of the Facets Model of Effects? (5 marks)
- (Total: 20 marks)**

Question 5

(a) Describe the **FOUR (4)** characteristics of a creative person. (12 marks)

(b) Name the **SIX (6)** steps in the classic creative process. (6 marks)

(c) Explain what a Big Idea is. (2 marks)

(Total: 20 marks)

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

Question 1

Identify and explain **FOUR (4)** stages in the client-agency relationship.

(20 marks)

Question 2

List and describe any **FIVE (5)** techniques copywriters can use to create catchy, memorable slogans.

(20 marks)

Question 3

List and describe **FIVE (5)** characteristics of effective copy.

(20 marks)

Question 4

Name and describe the **FOUR (4)** main types of markets, and discuss characteristics of advertising targeted toward each market.

(20 marks)

~ **The End** ~

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