

FINAL
Examination Paper

(COVER PAGE)

Session : August 2019

Programme : Diploma In Mass Communication (DMCN)

Course : COM2113: Advertising Strategies and Planning

Date of Examination : 7 December, 2019 (Saturday)

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) : Esaline Marie Spykerman and Teoh Ai Li

Moderator : Ms Maizurah Khatu

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATION: AUGUST 2019 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: Short answer questions (60 marks).

Answer **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided.

Question 1

- (a) Describe **FOUR (4)** roles of creativity in integrated marketing communication. (8 marks)
- (b) Explain the following:
- i. Creative strategy
 - ii. Creative thinking
 - iii. Big idea
- (12 marks)

(Total: 20 marks)

Question 2

- (a) Identify any **FOUR (4)** digital advertising agencies in Malaysia. (8 marks)
- (b) Define the following types of agencies with example:
- i. Full-service agency
 - ii. Specialized agencies
 - iii. Creative boutiques
- (12 marks)

(Total: 20 marks)

Question 3

- (a) List the **FOUR (4)** types of advertisements whereby words are crucial in advertising copywriting.
(8 marks)
- (b) Explain the **FOUR (4)** types of advertisements which words play an important role in copywriting.
(12 marks)

(Total: 20 marks)

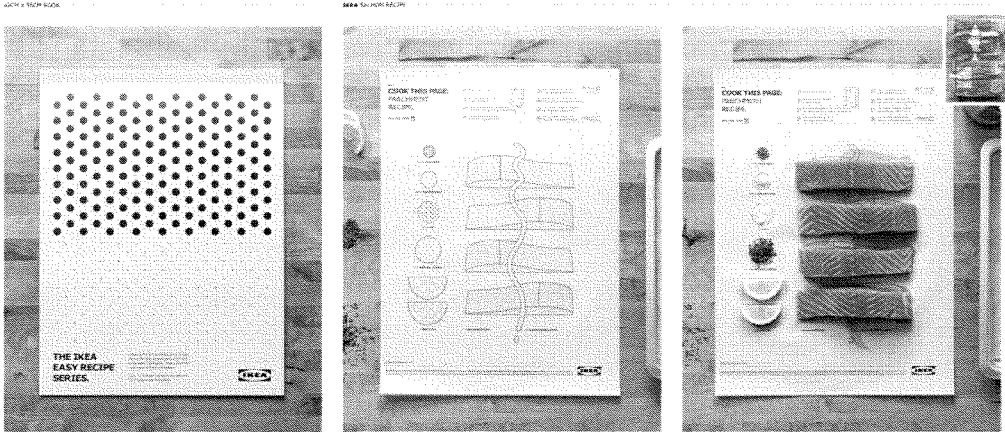
Question 4

**COOK THIS PAGE:
FILL IN THE BLANK
PARCHMENT
PAPER RECIPES.**



When it comes to cooking done, most people find new foods and recipes to be intimidating. IKEA wanted to show people that getting creative in the kitchen can be surprisingly simple. So, IKEA created the Cook This Page Parchment Paper Recipe Series. The recipes are created on parchment cooking paper people fill in the blanks, mix it, cook it, and eat!

The ingredient lists were measured, helping people determine how much sauce or salt or cream to add. The recipes incorporated IKEA food items. Illustrations were inspired by the food. The books were available in the food section of IKEA stores.



PAGE 1/2

Based on the advertisement “IKEA, Cook This Page” campaign, answer the following questions.

- (a) Advertising objective: (3 marks)
- (b) Brand personality: (2 marks)
- (c) Two brand positioning strategies: (6 marks)
- (d) Advertising appeal: (3 marks)
- (e) Message Approach: (3 marks)
- (f) Message objective: (3 marks)

(Total: 20 marks)

Question 5

(a) List **FOUR (4)** elements of great advertising. (8 marks)

(b) Explain the following:

- i. Headlines that present a new benefit.
- ii. Selective headlines.
- iii. Curiosity-invoking and provocative headlines.
- iv. Headlines that directly promise an existing benefit.

(12 marks)

(Total: 20 marks)

Section B: Essay questions (40 marks)

Answer any **TWO (2)** out of **Four (4)** questions in the answer booklet provided.

Question 1

Name **FIVE (5)** components of persuasion and describe how they work in advertising.
(20 marks)

Question 2

Identify and briefly explain **FOUR (4)** brand positioning strategies. Provide an example of each brand positioning strategy.
(20 marks)

Question 3

Explain the **FIVE (5)** key players in the advertising world. Please provide an example where appropriate.
(20 marks)

Question 4

The creative brief (or creative platform, worksheet, or blueprint) is the document prepared by the account planner to summarize the basic marketing and advertising strategy. It gives direction to creative team members as they search for a creative concept or Big Idea.

Identify and explain any **FIVE (5)** key points in a creative brief.
(20 marks)

-THE END-

com2113/(f)/aug19/formatted