

FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103: Principles Of Advertising

Date of Examination : March 10, 2016 (Thursday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer ALL multiple choice questions.

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) : Mr. Elween Loke Wei Jie

Moderator : Ms. Elillarasu Kuppusamy

This paper consists of 11 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM1103: PRINCIPLES OF ADVERTISING
FINAL EXAMINATION: JANUARY 2016 SESSION

SECTION A: MULTIPLE CHOICE QUESTIONS (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Candidates are required to answer **ALL** questions in the OMR sheet provided. Each question merits **ONE** mark.

1. Modern advertising began with the phenomenon called _____.
 - A. Urbanisation
 - B. Mass migration
 - C. Industrialisation
 - D. Commodification

2. "The power of advertising can somehow restrict consumers' freedom of choice."
Which of the following best explains the statement above?
 - A. Advertising is so powerful that consumers could not resist its temptation.
 - B. Advertising can be used to manipulate consumers into believing that certain brands are more superior to the other.
 - C. The advertising industry can exercise its power to control the consumption patterns of consumers.
 - D. Advertising creates an illusion for consumers to believe that they do not have much freedom to choose the brands they desire.

3. "Advertising relies on commercial exaggerations, with little or no credible evidence to support its vague claims."
Which of the concept below best describes the statement above?
 - A. Puffery
 - B. Clutter
 - C. Dummy
 - D. Puns

4. The two types of advertising or market research are:
- I. Causal-comparison
 - II. Customised
 - III. Post-mortem evaluation
 - IV. Syndicated
- A. I and III
 - B. II and III
 - C. II and IV
 - D. III and IV
5. Google AdSense and Yahoo Search Marketing are examples of?
- A. Pay-per-click web advertising
 - B. Web banner advertising
 - C. Pop-up advertisements
 - D. Pay-per-view web advertising
6. "The number of times a viewer or a reader is exposed to an advertisement."
Which of the concept below best explains the sentence above?
- A. Reach
 - B. Frequency
 - C. Impressions
 - D. Gross impressions
7. Which of the following does **NOT** describe extreme advertising?
- A. It is commonly associated with the creative strategies employed.
 - B. It can be provocative, terrifying and offensive.
 - C. It is aimed at creating a deep impression among the audience.
 - D. It is always related to controversial products.

- An individual or a team of people who compile audience measurement data, media costs and other data for the various media options
- Are not directly involved in sales, marketing and advertising business

8. The information above explains the job scope of a key player in the advertising industry. The key player refers to?
- A. Media buyers
 - B. Media Salespersons
 - C. Media brokers
 - D. Media researchers
9. On average, Magazine ABC sells 10,000 copies each month. Its readership is estimated at 3.5 million. Cosmetic Company XYZ decides to run an advertisement for three consecutive issues. What would be the gross impressions?
- A. 1.05 million
 - B. 350-million
 - C. 10.5 million
 - D. 35 million
10. ABC: "How about the idea of 'diamond in the rough'?"
XYZ: "Isn't that a little too obsolete? This saying has been around for ages."
ABC: "We can always recreate a new scenario with a more comedic fashion."
- The conversation above best demonstrates which of the creative process below?
- A. Dramatise the obvious
 - B. Analogy and metaphor
 - C. A play of words
 - D. A twisted cliché

11. Which of the following statement best explains transit advertising?
- A. A café advertising its new line of coffee products on its van.
 - B. Canned drink manufacturers advertise its beverage on the exterior of an aircraft.
 - C. A famous rock band promotes their upcoming concert in an advertisement displayed inside a local bus.
 - D. All of the above are correct.


12. Vicky purchased a coffee table from a furniture store using her husband Ronan's credit card. She then had the coffee table delivered to her neighbour Valentina as a birthday gift. Without Vicky's knowledge, Valentina secretly passed on the coffee table to Longinus, who was in need of a new one.

Based on the text above, identify the consumer.

- A. Vicky
 - B. Longinus
 - C. Jesauma
 - D. No one fits the definition of 'consumer'
13. Which of the following personnel **DOES NOT** belong to the creative services department of an advertising agency?
- A. Photographer
 - B. Account executive
 - C. Visual designer
 - D. Copywriter
14. _____ are goals to be achieved with a strategic plan.

- A. Tactics
- B. Motives
- C. Objectives
- D. Strategies

15. Ads rely on arousing feelings such as humour, love, or fear are using _____.
- A. Hard sell
 - B. Emotional appeal
 - C. Strategies of rationality
 - D. Brand image
16. _____ is the research-and-analysis process used to gain knowledge and understanding for the consumer that is expressed as a key consumer insight into how people relate to a brand or product.
- A. Profiling the target audience
 - B. Demographic segmentation
 - C. Account planning
 - D. Media strategies
17. Which of the following is **NOT** directly associated with cultural influences in consumer behaviour?
- A. Jenny does not use Darlie toothpaste, which features a dark man with white glowing teeth, because she feels it is a racist brand.
 - B. Matthew refused to buy branded goods because he feels the manufacturers of these products exploited their factory workers.
 - C. Growing up in a Chinese neighbourhood, Shanti Esswaran is used to patronising Chinese restaurants.
 - D. As a Muslim who is concerned about the Israel-Palestine conflict, Hairul Akma felt responsible to support Palestine by purchasing their goods.
18. Which of the following statement about visual communication is incorrect?
- A. Masterpieces that use line art are works that contain images that are designed from solid lines.
 - B. Red and yellow are warm colours, whereas blue and green and cold colours.
 - C. Personality of colours is associated with the cultural and background of a society.
 - D. Red is often used in fast food restaurants to create the impression of worker's efficiency.



19. Which of the following statements accurately explain the concept of 'media mix'?
- I. Also known as mixed media.
 - II. It is the combination of advertising channels employed in meeting the objectives of a marketing plan or campaign.
 - III. The best media mix is designed after considering the demographics of the target market.
 - IV. The advertising budget needs be taken into account before determining the media mix.
- A. I, II and III
 - B. II, III and IV
 - C. I, II and IV
 - D. I, III and IV

20.

- Circus
- Grunge
- Panel or grid

The keywords above are most probably associated with?

- A. Layout design of print media
 - B. Outdoor advertising
 - C. Creative strategies in broadcast commercials
 - D. Copywriting techniques
21. Which are the advantages of web advertising that can result in positive outcome?
- I. Able to reach out to a larger audience
 - II. Easy to keep track of traffic flow in websites
 - III. Forced exposure on the products through pop-up advertisements
 - IV. Capable of conveying more details at a lower cost
- A. I, II and III
 - B. I, II and IV
 - C. I, III and IV
 - D. II, III and IV

22. Which of the following statements is correct?
- A. Advertorial boutiques are agencies that mainly provides copywriting, artwork and broadcast production of advertisements.
 - B. Full service agencies provide a wide range of marketing and advertising services.
 - C. An advertising department of a company can work with clients that are affiliated with the company it falls under.
 - D. All of the above are correct
23. SWOT refers to?
- A. Strengths, Weaknesses, Opportunities, Techniques
 - B. Strengths, Weaknesses, Opportunities, Threats
 - C. Salience, Workability, Orientation, Techniques
 - D. Strengths, Weaknesses, Orientation, Threats
24. Which of the following combination(s) of advertising terms is/are incorrect?
- I. IMC plan – Interactive Marketing Communication plan
 - II. Marcomm – Marketing Communication
 - III. ROI – Record of Invention
- A. I
 - B. III
 - C. I and III
 - D. I and II
25. Broadsheet and tabloid are the two standard sizes of?
- A. Newspaper
 - B. Magazine
 - C. Catalogue
 - D. All of the above are correct

26. Call-outs are?
- A. Sentences that float around the visual, usually with a line or arrow point to some specific element in the visual that they name and explain.
 - B. A sentence or short piece of copy that explains what you are looking at in a photo or illustration.
 - C. A distinctive catch phrase that serves as a motto for a campaign, brand, or company.
 - D. A phrase or sentence that serves as the opening to the ad.
27. What is **NOT** the core of all account planning?
- A. Consumer research
 - B. Media plan
 - C. Message strategies
 - D. Creative control
28. _____ is a marketing concept that refers to the act of trading a desired product/service to receive something of value in return.
- A. Exchange
 - B. Return on investment
 - C. Branding
 - D. Added value
29. Which of the following is a 'contact point'?
- A. Print advertisements
 - B. Customer service departments
 - C. Retail outlets
 - D. All of the above are correct

30. The creative strategies that are employed by Johna Cerada, producer of expensive exquisite perfumes, revolve around theme of “a dreamy winter wonderland”.

Which of the following is potentially their target audience?

- A. Teenage hipsters who love the winter season
- B. Successful entrepreneurs who want to relive their childhood memories
- C. Financially independent women who fancy winter fantasy
- D. Teenage girls who dream of becoming a part of a fairy tale

SECTION B: SHORT ANSWER QUESTIONS (30 marks)

Instructions: This section consists of **FIVE (5)** questions. Candidates are required to answer any **THREE (3)**. Each question merits 10 marks.

Question 1

- (a) Define “channel market”. (2 marks)
- (b) Explain the pathway of a channel market by giving relevant examples. (8 marks)

Question 2

- (a) Define “creative brief”. (2 marks)
- (b) Discuss any **FOUR (4)** key components in a creative brief. (8 marks)

Question 3

- (a) Explain **ONE (1)** difference between hard sell and soft sell in creative strategy by giving relevant examples. (6 marks)
- (b) Define “unique selling point” by giving examples that are relevant to creative strategy in advertising. (4 marks)

Question 4

List and explain **FIVE (5)** key players who are relevant to the advertising industry.

(10 marks)

Question 5

(a) Briefly explain **TWO (2)** importance of “advertising research”.

(4 marks)

(b) Explain the **TWO (2)** types of advertising research by giving relevant examples.

(6 marks)

SECTION C: ESSAY QUESTIONS (40 marks)

Instructions: This section consists of **THREE (3)** questions. Candidates are required to answer any **TWO (2)** questions. Each question merits 20 marks.

Question 1

Explain the organisational structure of a full-service advertising agency and the responsibilities of any **THREE (3)** functional unit.

(20 marks)

Question 2

Advertising to children revolves around many ethical considerations. Discuss this issue thoroughly by giving relevant examples.

(20 marks)

Question 3

Explain any **THREE (3)** new trends in the media industry, and then discuss changes that the advertising industry should make in order to accommodate such news trends.

(20 marks)

~THE END~

COM1103(F) January 2016

