

FINAL
Examination Paper
(COVER PAGE)

Session	:	April 2017
Programme	:	Diploma In Mass Communication (DMCN)
Course	:	COM2113: Advertising Strategies And Planning
Date of Examination	:	August 5, 2017 (Saturday)
Time	:	8.00am – 10.00am
Duration	:	2 Hours
Special Instructions	:	
		SECTION A: Answer any THREE (3) short-answer questions.
		SECTION B: Answer any TWO (2) essay questions.
Materials permitted	:	Nil
Materials provided	:	Nil
Examiner(s)	:	Esaline Marie Spykerman and Kenneth Lee Tze Wui
Moderator	:	Maizurah Khathu

This paper consists of 4 printed pages, including the cover page

Date: 11/17/2017
Approved by: [Signature]
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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATION: APRIL 2017 SESSION

Instructions: 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) List the **FOUR (4)** primary categories in communication phase of the marketing mix. (4 marks)

- (b) Discuss the **FOUR (4)** primary categories in communication phase of the marketing mix. (12 marks)

(Total: 20 marks)

Question 2

- (a) In recent years, a major concern of marketers has been the **convergence**, or coming together of related components of the mass-communications system.

List and discuss the **THREE (3)** types of convergence and their effects on advertising.

(15 marks)

- (b) Cite an example of a brand which adapted one of the convergence in their recent advertising campaign.

(5 marks)

(Total: 20 marks)

Question 3

- (a) Define what a full-service agency is.

(4 marks)

- (b) List and discuss the **FOUR (4)** departments in a full-service agency that offers its clients a full range of services.

(16 marks)

(Total: 20 marks)

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Target audience: Professionals Age 23-31

Problem: Slow sales on the shelves of supermarkets.

Objective: To drive online purchases of NESCAFÉ Latte Coconut.

Write a creative brief that delivers a campaign to achieve the desired objective.

Question 3

(20 marks)

Name and discuss the **FIVE (5)** design principles to be consider as you design your ad.

(20 marks)

Question 4

Headlines help form good first impressions. It's the job of the copywriter and art director to create headlines that turn skimmers into readers.

Identify and discuss **FIVE (5)** functions of headlines.

(20 marks)

≈ The End ≈

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