

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103: Principles of Advertising

Date of Examination : August 2, 2017 (Wednesday)

Time : 11.00am – 1.00pm 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) : Esaline Marie Spykerman and Tan Ben Jane

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 10 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1103: PRINCIPLES OF ADVERTISING
FINAL EXAMINATION: APRIL 2017 SESSION

SECTION A: (30 marks)

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

1. A _____ is a way for the advertising agency to promote their expertise with the aim of gaining a new client.
 - A. Product placement
 - B. Trailer
 - C. Showreel
 - D. Showcase

2. Which of the following 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.

3. Which of the following is one of the basic functions of advertising?
 - A. identification
 - B. entertainment
 - C. competition
 - D. public relations

4. In which of the following marketing communication patterns does word-of-mouth play the most important role?
 - A. business to business
 - B. business to business to consumer
 - C. business to consumer
 - D. business to consumer to consumer

5. The way marketing communication efforts are executed. This best explains

- A. Objective
- B. Motive
- C. Strategy
- D. Tactic

6.

- Research: gather, analyze information that will be useful in developing advertising for clients
- Media planning: analyzes, selects and purchase advertising time and space in the media to deliver client's message to target market.

This best explains

- A. Full-service agencies
- B. Marketing services
- C. Creative boutiques
- D. Account services

7. Which of the following is **FALSE**?

- A. Magazine advertising has longer lead time for placing ads compared to newspaper advertising.
- B. Newspaper advertising has higher coverage of audience compared to magazine advertising.
- C. Compared to leaflet/ flyer, brochure is flexible when it comes to design.
- D. Magazine has shorter life span compared to newspaper.

8. 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

9. Which medium is considered interactive both because users are involved in selecting the information they attend to and because they can contact the company and other users directly?
- A. newspapers
 - B. magazines
 - C. radio
 - D. Internet
10. Find the specialists, arranges for casting talent and make sure expenses within budget. This is the role of
- A. Arranger
 - B. Editor
 - C. Producer
 - D. Broadcast director
11. In an advertising agency, who manages the creative process?
- A. the account planner
 - B. the copywriter
 - C. the creative director
 - D. the client
12. Which of the following are **FALSE**?
- I. Creative strategy is about what the advertisement says.
 - II. Creative execution is about what the advertisement says.
 - III. Creative strategy is about how the advertisement message is being said
 - IV. Creative executions is about how the advertisement message is being said.
- A. I and III
 - B. II and III
 - C. I and IV
 - D. II and IV
13. Which of the following 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

14.

- Picture Window
- Dominant Type
- Panel or Grid

The keywords above are most probably associated with

- A. Outdoor advertising
- B. Copywriting techniques
- C. Creative process tools
- D. Layout design of print media

15. Which of the following is **FALSE**?

- A. Newspaper advertising has longer lead time for placing ads compared to magazine advertising.
- B. Brochure/ pamphlet can be used as sales aid, and it can be displayed in office.
- C. The amount of people reached through the use of printed brochures is limited.
- D. The designer is limited by the space in leaflet/ flyer. He can have only brief designs and few lines of text in leaflet / flyer.

16. Responsible for the actual filming, including how long the scene runs, who does what, how dialogues are spoken, how characters played, determine camera set up and camera angles. This is the role of

- A. Art director
- B. Broadcast director
- C. Creative director
- D. Produce director

17.

- Advertising plan and budget are developed at the lowest level of the firm.
- The plan and budget are then channeled through each next higher level for its participation and approval.
- Finally, the plan reach the board of directors for final approval.

The above explanation best describes

- A. Top-down system
- B. Bottom-up system
- C. Down-top system
- D. Up-bottom system

18. The process of coming up with a new advertising idea is
- A. Concepting
 - B. Conceptualizing
 - C. Copywriting
 - D. Creating
19. The advertising space can be four pages fold in on themselves. This is a
- A. Broadsheet
 - B. Tabloid
 - C. Gatefold
 - D. Supplements
20. Which of the following statement best explains transit advertising?
- A. A cafe advertising 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.
21. SWOT refers to
- A. Strengths, Weaknesses, Optimization, Threats
 - B. Strengths, Weaknesses, Opportunity, Treats
 - C. Strengths, Weaknesses, Opportunity, Threats
 - D. Strengths, Weaknesses, Optimization, Treats
22. Develop the storyboard and establishes the look and feel of the commercial. This is the role of
- A. Art director in broadcast production
 - B. Copywriter in broadcast production
 - C. Producer
 - D. Composer
23. Which of the following 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. Television advertising has short exposure

24.

- Make up the largest segment of radio listeners.
- Most of them are women between the ages of 25 and 44.

The above best explains

- A. Station fans
- B. Radio fans
- C. Music fans
- D. News fans

25. The key points in a creative brief include

- I. Advertising objective
- II. Target audience
- III. Brand positioning
- IV. Product placement

- A. I, II and III
- B. I, II and IV
- C. II, III and IV
- D. All of the above

26. Magazine-style publications as part of the newspaper. This best explains

- A. Classified
- B. Display
- C. Supplements
- D. Edition

27. Outdoor advertising exclude

- A. Store leaflets
- B. Shopping card signage
- C. Aerial advertising
- D. Movie advertising

28. _____ is responsible for how visuals communicate the mood, product quality and psychological appeals to the target audience.

- A. Creative director
- B. Art director
- C. Broadcast director
- D. Copywriter

29. Which of the following is prepared by the account planner to summarize the basic marketing and advertising strategy?

- A. creative brief
- B. positioning statement
- C. message objective
- D. unique selling proposition

30.



The above advertisement best explains

- A. Picture Window
- B. Dominant Type
- C. Panel or Grid
- D. All Type

SECTION B (30 marks)

Instructions: This section consists of **FIVE (5) questions**. Answer any **THREE (3) questions** in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) What is a campaign plan? Explain. (2 marks)
- (b) What is an advertising research? Explain. (2 marks)
- (c) Identify and explain **TWO (2)** types of advertising research. (6 marks)

(Total: 10 marks)

Question 2

Below are the 5 key media players. Explain each of them in terms of their roles.

- (a) Media researchers
 - (b) Media planners
 - (c) Media buyers
 - (d) Media reps/ brokers
 - (e) Media buying company
- (10 marks)

Question 3

- (a) What is the difference between creative concept and creative process? Explain. (4 marks)
- (b) Identify and explain **THREE (3)** tools of creative process. (6 marks)

(Total: 10 marks)

Question 4

The Art Director uses tool kits to translate the Big Idea into a visual story. Identify and explain **TWO (2)** tool kits.

(10 marks)

Question 5

The visuals normally work together with the words to present the creative concept. Why visuals are important? Explain **FIVE (5)** reasons.

(10 marks)

SECTION C (40 marks)

Instructions: This section consists of **THREE (3) questions**. Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Describe **FOUR (4)** types of advertising agencies.

(20 marks)

Question 2

Identify **FOUR (4)** types of print media, and explain **ONE (1) advantage** and **ONE (1) disadvantage** for each type of print media.

(20 marks)

Question 3

Identify **FOUR (4)** types of broadcast media, and explain **ONE (1) advantage** and **ONE (1) disadvantage** for each type of broadcast media.

(20 marks)

~ The End ~

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