

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : August 1, 2017 (Tuesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

SECTION B: Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Shangitha Sadayan and Izalea Binti Mohd Ariffin

Moderator : Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2105: MEDIA PLANNING
FINAL EXAMINATIONS: APRIL 2017 SESSION

Instructions to candidates:

There are all together **TWO (2)** sections in this paper.

Section A: Short- Answer Questions. Answer **THREE (3)** out of five questions. (60 marks)

Section B: Essay questions. Answer **TWO (2)** out of four questions. (40 marks)

SECTION A: Short Answer Questions (60 marks)

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

Question 1

- (a) Define the term media planning. (5 marks)
- (b) Elaborate with examples, the changes in the roles and strategies of media planners in recent years. (15 marks)

Question 2

- (a) Differentiate between the term “Target Audience” and “Market”. Include examples to illustrate your explanation (10 marks)
- (b) Identify and briefly explain the factors that media planners need to consider when describing the target audiences demographically. (10 marks)

Question 3

- (a) A market analysis is the first step of any media decision making process. Describe how a market analysis assists in the decision making process (10 marks)
- (b) Identify and briefly explain the determining factors in establishing a media objective. (10 marks)

Question 4

- (a) What is a Marketing Mix? (5 marks)
- (b) The standard model of the Marketing Mix revolves around the 4 Ps. Explain with examples, the 4 Ps. (15 marks)

Question 5

- (a) List down the **FIVE (5)** different types of mediums that exist in Malaysia. (5 marks)
- (b) Elaborate the **FIVE (5)** vehicles which can be found in Malaysia. Include examples for each vehicle identified. (15 marks)

SECTION B: Essay Questions (40 marks)

Instructions: This section consists of **FOUR (4)** essay questions. Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Media planning is a process used in disseminating information. **IDENTIFY** and **DISCUSS** the **SEVEN (7)** questions media planners need to familiarize with when planning for an advertising and promotion strategy. Provide detailed explanation and examples of the significance of the seven questions.

(20 marks)

Question 2

DKSH Pte Ltd, the importers of M&Ms Milk Chocolate Candy, is planning to introduce a new range of Caramel Pudding chocolates in Malaysia. **PROPOSE** the most rational Target Audience and Market based on both demographical and psycho-graphical factors.

(20 marks)

Question 3

Consumers are a bundle of needs and they have to determine which needs to satisfy and how to satisfy them. Media planners need to understand the types of consumers before influence their decision making process.

Identify and **DISCUSS** the **FIVE (5)** types of consumers with your own examples.

(20 marks)

Question 4

Once the media planning and selection is accomplished to the satisfaction of both advertisers and agencies, the attention is diverted to the task of deciding the media scheduling. Scheduling is important to control the pattern of times when advertising appears by plotting advertising timing on a yearly flowchart. The media planner must decide, as a part of the strategy, which pattern to use.

Discuss the **THREE (3)** scheduling patterns by using your own examples and elaborate on their advantages.

(20 marks)

~ The End ~

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