

Session	:	April 2017
Programme	:	Diploma In Mass Communication (DMCN)
Course	:	MKT2100: Integrated Marketing Communications
Date of Examination	:	August 2, 2017 (Wednesday)
Time	:	2.00pm – 4.00pm Reading Time : Nil
Duration	:	2 Hours
Special Instructions	:	
Answer any FOUR (4) questions in the answer booklet	:	
Materials permitted	:	Nil
Materials provided	:	Nil
Examiner(s)	:	Esaline Marie Spykerman and Tan Ben Jane
Moderator	:	Dr Nor Azura Adzharruddin

This paper consists of 5 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATION: APRIL 2017 SESSION

Instruction: This paper consists of SIX (6) questions. Answer FOUR (4) out of six questions in the answer booklet provided.

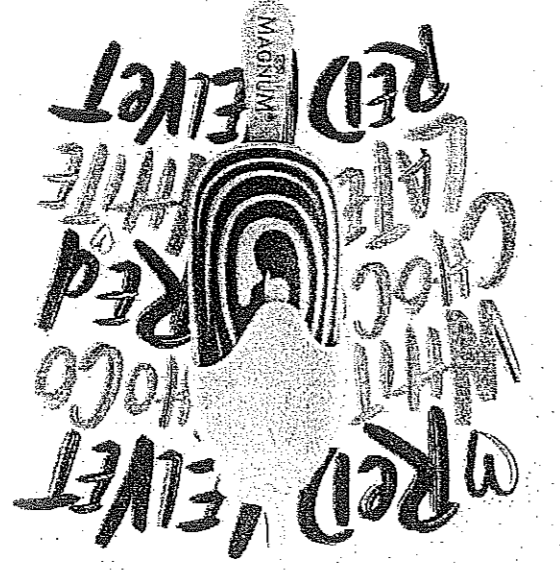
Question 1

#NeverStopPlaying: Magnum Announces New Limited Edition Red Velvet Flavour
By Lainey

Magnum has launched its new flavour, the most playful yet – Magnum Red Velvet.

Inspired by the iconic and well-love red velvet cake among Malaysians and fans across the world, the new flavour replicates the popular favourite in an indulgent Magnum ice cream. The new, innovative, and bold flavour introduces a playful take on classic Magnum indulgence and the classic red velvet cake flavours.

The result? Velvety cocoa ice cream naturally coloured red and swirled with a savoury cream cheese sauce wrapped with a coat of luscious and crackling cream-cheese infused Belgian white chocolate.



NEW LIMITED EDITION
INSPIRED BY RED VELVET CUPCAKE

(Source: <https://hype.my/2017/137422/newerstopplaying-magnum-announces-new-limited-edition-red-velvet-flavour/>)

Analyze the situation above and propose a new campaign plan for Magnum New Limited Edition Red Velvet Flavour.

(a) Identify a relevant target audience. (2 marks)

(b) Propose a brand that Magnum can collaborate with for the new campaign. (2 marks)

(c) Propose **THREE** (3) objectives of your campaign. (6 marks)

(d) Provide an extensive write-up of insights and strategies of your campaign. Your write-up should include the execution by integrating **THREE** (3) different marketing communication tools. (15 marks)

(Total: 25 marks)

Question 2

(a) The full-service agency is made up of departments that provide the activities needed to perform the various advertising functions and serve the client.

List and discuss the **FIVE** (5) departments in a full-service agency that offers its clients a full range of services.

(15 marks)

(b) Not every agency is a large full-service agency. Many advertisers, including some large companies, are interested in paying for the service of a full-service agency but are interested in some of the specific services agencies have to offer.

i) Name **TWO** (2) other types of agencies and services. (2 marks)

ii) Briefly discuss the specialized services offered by the **TWO** (2) other types of agencies. (8 marks)

(Total: 25 marks)

Question 3

- (a) Discuss how marketers are using various techniques to generate word-of-mouth discussion and buzz for their brands. (15 marks)
- (b) Discuss TWO (2) advantages and TWO (2) disadvantages of viral marketing techniques. (10 marks)

(Total: 25 marks)

Question 4

- (a) What is media planning? (5 marks)
- (b) Define the following basic terms and concept used in media planning and strategy process. (15 marks)
- (i) Media vehicle
 - (ii) Reach
 - (iii) Coverage
 - (iv) Frequency
 - (v) Media objectives
 - (vi) Media strategies
- (c) What is meant by engagement (in media terms)? Explain the relevance of engagement to media planners. (5 marks)

(Total: 25 marks)

Question 5

(a) Discuss **FIVE (5)** advantages and **FIVE (5)** limitations of television as an advertising medium.

(20 marks)

(b) Based on recent research studies, discuss the impact that online video has on the television industry.

Discuss **ONE (1)** development that is likely to affect its future.

(5 marks)

(Total: 25 marks)

Question 6

List and describe **FIVE (5)** positioning strategies. Give examples of products and/or brands that utilize each of these different strategies.

(25 marks)

≈ The End ≈
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