

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103: Principles Of Advertising

Date of Examination : 08 December, 2016 (Thursday)

Time : 2:00pm – 4:00pm 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

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Moderator : Elillarasu Kuppusamy

This paper consists of 8 printed pages, including the cover page

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

Instruction: This paper consists of **THREE (3) SECTIONS**. Answer **ALL** questions in **SECTION A**; any **THREE (3)** questions in **SECTION B**; and **TWO (2)** questions in **SECTION C**.

SECTION-A: Answer **ALL** question in the OMR sheet provided. **(30 marks)**

1. The word Market originally meant the place where the exchange between seller & buyer took place. What are the four (4) most common types of markets?
 - A. Consumer; Competitor; B2B; Channels
 - B. Consumer; B2B; Institutional; Channels
 - C. Competitor; Channels; Institutional; B2B
 - D. Corporation; Competitor; Channels; Shareholders

2. Which of the following is **NOT** one of the four key players in Brand communication's role of Marketing?
 - A. Marketer
 - B. Distributors & retailers
 - C. Clients & agency
 - D. Suppliers & vendors

3. _____ describes how individuals or groups select, purchase, use, or dispose of products, as well as the needs and wants that motivate these behaviors.
 - A. Marketing
 - B. Consumption
 - C. Consumer behavior
 - D. Segmentation

4. Which approach to segmentation divides the market using such characteristics such as gender, ethnicity, income, and so forth?
 - A. Demographic segmentation
 - B. Geographic segmentation
 - C. Psychographic segmentation
 - D. Benefit segmentation

5. Which approach to segmentation divides people into groups based on product category and brand usage?
 - A. Geographic segmentation
 - B. Psychographic segmentation
 - C. Benefit segmentation
 - D. Behavioral segmentation

6. The following are types of advertising agencies **EXCEPT** for _____.
- A. Creative boutique
 - B. Full service agency
 - C. In-house agency
 - D. Internship agency
7. How is the practice of advertising changing for the future of advertising industry?
- A. Consumer in charge. - Consumer are much more in control now and major shifts in the way the advertising business operates. (such as viral media & the usage of various social media).
 - B. Employing Specialized Agencies – Using agencies which specializes in certain niche functions (copywriting, pre production, production art, etc)
 - C. Professional Suppliers & Consultants – utilizing consultants & professionals who are able to execute multiple advertising works.
 - D. The agency – the advertiser uses an outside agency because the agency will be more efficient in creating advertising messages of the future.
8. Which of the following statements is **FALSE** regarding secondary research?
- A. It is called secondary because it is information that has been collected and published by someone else.
 - B. Much of the secondary research used by advertisers comes from government census records on the population's size, geographic distribution, age, income, occupation, education, and ethnicity.
 - C. Secondary research found on the Internet is not valid.
 - D. Trade associations can be a reliable source for secondary research.
9. _____ research delivers numerical data such as number of users and purchases, their exposure to ads, and other market-related information.
- A. Ethnographic
 - B. Quantitative
 - C. Qualitative
 - D. Experimental
10. Which of the following is one of the basic functions of advertising?
- A. Identification
 - B. Entertainment
 - C. Competition
 - D. Public relations
11. Which of the following is **NOT** part of the modern definition of advertising?
- A. is a paid form of communication
 - B. has an identified sponsor
 - C. is usually personal in nature
 - D. provides information about products

12. Advertising is usually paid for by the _____.
- A. audience
 - B. target
 - C. agency
 - D. advertiser
13. Marcom is an abbreviation for _____.
- A. marketing company
 - B. marketing communication
 - C. market company
 - D. market communication
14. The various marketing communication messages and brand experiences that create and maintain a brand are referred to collectively as _____.
- A. brand position
 - B. point of differentiation
 - C. brand communication
 - D. added value
15. The four tools of product, price, place, and promotion are collectively referred to as the _____.
- A. product mix
 - B. promotion mix
 - C. marketing mix
 - D. integration elements
16. Which of the following refers specifically to creating the intangible elements of a brand that make it memorable and meaningful to a consumer?
- A. Advertising
 - B. Branding
 - C. Exchanging
 - D. marketing
17. Which of the following is NOT an element of the SMCR communication model?
- A. Channel
 - B. Message
 - C. Source
 - D. advertisement
18. Newspaper, radio, and television are all examples of which element of the basic communication model?
- A. the receiver
 - B. the channel
 - C. the source
 - D. the encoder

19. _____ communication is a form of two-way communication, a dialogue.
- A. Mass
 - B. Target
 - C. Interactive
 - D. Integrative
20. Which of the following is **NOT** a step in the consumer decision process?
- A. need recognition
 - B. cognitive dissonance
 - C. information search
 - D. post purchase evaluation
21. Which dimension of effective advertising represents the "art" part?
- A. strategic dimension
 - B. personal dimension
 - C. creative dimension
 - D. media dimension
22. Which of the following is a social influence on consumer decision making?
- A. state of mind
 - B. innovation
 - C. satisfaction
 - D. family
23. _____ is made up of tangible items—such as art, literature, buildings, and music—and intangible concepts—such as knowledge, laws, morals, and customs—that together define a group of people or a way of life.
- A. Society
 - B. Culture
 - C. Behavior
 - D. Social class
24. In an advertising agency, who manages the creative process?
- A. the account planner
 - B. the copywriter
 - C. the creative director
 - D. the client
25. _____ is what the advertisement says, and _____ is how it is said.
- A. Execution; creative strategy
 - B. Message strategy; media strategy
 - C. Creative strategy; execution
 - D. Media strategy; message strategy

26. 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
27. Which approach uses emotional appeals or images to create a response based on attitudes, moods, dreams, and feelings?
- A. persuasive sell
 - B. head sell
 - C. hard sell
 - D. soft sell
28. In most marketing communication, the power to get attention lies primarily with the _____.
- A. Visual
 - B. Audio
 - C. Script
 - D. copy
29. A(n) _____ is the imprint used for immediate identification of a brand or company.
- A. Icon
 - B. Logo
 - C. brand image
 - D. design
30. The appearance of an ad's printed matter in terms of the style and size of typefaces is known as _____.
- A. Medium
 - B. Typography
 - C. Composition
 - D. Design

SECTION B: Answer any **THREE (3)** questions in the answer booklet provided.
(30 marks)

Question 1

List and briefly describe the **four (4)** steps in the television production process. (10 marks)

Question 2

- (a) What is meant by the term "**Message Strategies** and explain what is meant by **Head and Heart**? (4 marks)
- (b) Describe & give example of the **hard sell** and the **soft sell** strategic approaches. (6 marks)

Question 3

Name and describe the **six (6)** steps in the classic creative process. (10 marks)

Question 4

Describe the roles of the **four (4)** key players in marketing. (10 marks)

Question 5

Name and describe **four (4)** social and cultural influences on consumer decisions. Why are they important for advertisers? (10 marks)

SECTION C: Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

Question 1

List and explain in detail the **FIVE (5)** areas of how Advertising agency jobs are organized.
(20 marks)

Question 2

Name and describe any **FIVE (5)** common message approaches.
(20 marks)

Question 3

Name and describe the **FOUR (4)** key players in advertising.
(20 marks)

~ The End ~
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