

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : 08 December, 2016 (Thursday)

Time : 5:00pm – 7:00pm Reading Time : Nil

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 Kalaivani Ganasegaran

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2105: MEDIA PLANNING
FINAL EXAMINATION: AUGUST 2016 SESSION

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

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

Identify the **FIVE (5)** components of a media plan. Briefly describe each of the components. **(20 marks)**

Question 2

(a) List the **FOUR (4)** classes of media. Provide an example for each media class. **(8 marks)**

(b) Identify the **FOUR (4)** Principles of Selecting Media Vehicles. Briefly explain the importance of each principle identified. **(12 marks)**

(Total: 20 marks)

Question 3

Identify and briefly explain the **FIVE (5)** essential components of a situation analysis. **(20 marks)**

Question 4

Identify and briefly explain the first **FIVE (5)** steps of the classic Engel/ Kollat model. **(20 marks)**

Question 5

Based on the table below, calculate the tasks given.

Newspapers	Ad rates (RM)	Advertisement Sizes	Readership
<i>Borneo Post</i>	25.60	54 cm x 33cm (B/W)	88,961
<i>New Straits Times</i>	59	37cm x 19.5cm (B/W)	55,886
<i>Tamil Nesan</i>	10	52cm x 20.5cm (B/W)	36,251
<i>Utusan Malaysia</i>	43	54cm x 19.5cm (B/W)	23,257
<i>Sunday Star</i>	66.5	37cm x 12.9cm (B/W)	95,541

- (a) Calculate the CPM for each media vehicle. (15 marks)
- (b) If you were to advertise for a curry house in Penang, which newspaper of the above will you choose to advertise? Provide justification for making this selection. (5 marks)

(Total: 20 marks)

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

Question 1

By Fariza Saidin

Astonishingly, Malaysians drink about 2 to 3 cups of coffee per day and spend 9 times more time online rather than offline. With coffee becoming more popular in Malaysia, the increase in café openings of various names like 'kopitiam', 'internet café' and such have flourished the market.

The uprising trend has also driven coffee companies to focus even more on innovation and the development of different product varieties that satisfy consumers' needs.

Disclosing this coffee drinking habits and the demand for high quality coffee products, Sherif Hani, Business Executive Manager (Beverages) at Nescafe Malaysia said, "Today's youngsters have acquired a taste for specialty coffee and at the same time, love the convenience and efficiency of e-commerce. This is why Nescafe decided to take a new approach by selling innovative products such as Nescafe Montain Wash and Nescafe Dolce Gusto online at 11street."

(Source: <http://www.efy.com.my/nescafe-goes-online-through-11street/>)

- (a) Write **TWO (2)** media objectives for Nescafe.

(10 marks)

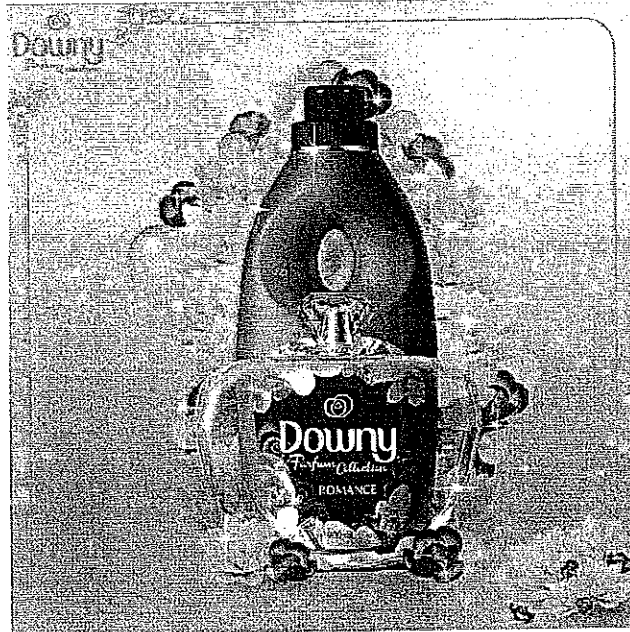
- (b) Write **TWO (2)** media strategies to describe how the media objectives can be accomplished.

(10 marks)

(Total: 20 marks)

Question 2

Media objectives are goals the media are expected to accomplish. Media objectives specifically identify the marketing target and reflect a balance between how many people will see the advertising message and how many times they will see it during the introductory and sustaining period.



- (a) The scents for Downy® PARFUM Collection™ are carefully blended by the world's leading perfume house to provide a special, long-lasting scent experience to your clothes, just like wearing fine fragrances.

Write **TWO (2)** media objectives for Downy® PARFUM Collection™.

(10 marks)

- (b) Write **TWO (2)** media strategies to describe how the media objectives can be accomplished.

(10 marks)

(Total: 20 marks)

Question 3

Media planning is a series of decisions that provides the best possible answers to a set of problems. However, it is a challenging task for media planners to enhance its credibility. Discuss **FOUR (4)** major problems media planners are facing.

(20 marks)

Question 4

In May 2014, an unverified and unauthorized MOH report was leaked on social media claiming traces of porcine DNA were found in Cadbury chocolate. It started as Facebook rumors but it plunged into the hottest attention of the media and public. However, they managed to overcome the problem with an effective media mix of the brand.

Explain in detail how Cadbury used **TWO (2)** media to improve their reputation.

(20 marks)

~ **The End** ~

com2105(f)/aug16/formatted