

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2113: Advertising Strategies And Planning

Date of Examination : 06 December, 2016 (Tuesday)

Time : 11:00am – 1:00pm 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) : Rakesh Sarpal Sodarshan Kumar and Elween Loke Wei Jie

Moderator : Maizurah Khathu

*This paper consists of 3 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM2113: ADVERTISING STRATEGIES AND PLANNING  
FINAL EXAMINATION: AUGUST 2016 SESSION

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

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

**Question 1**

Explain **FOUR (4)** factors that will affect budget allocation for an advertising campaign.

(20 marks)

**Question 2**

Explain with examples any **FIVE (5)** steps of the creative process in advertising a product.

(20 marks)

**Question 3**

Discuss all **FOUR (4)** parts of the FCB Model and how it is useful for advertisers.

(20 marks)

**Question 4**

Explain with examples any **FIVE (5)** important components in a creative brief.

(20 marks)

**Question 5**

Discuss **FIVE (5)** factors that enhance the probability of ad exposure.

(20 marks)

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

**Question 1**

Discuss any **FIVE (5)** key issues with regards to advertising ethics using appropriate brand examples.

(20 marks)

**Question 2**

Explain the **FIVE (5)** stages of the consumer decision process. Explain with examples how each stage can affect in advertising planning.

(20 marks)

**Question 3**

Discuss **FOUR (4)** ways how an advertising agency can expand its client base.

(20 marks)

**Question 4**

There has been a trend whereby advertisers opt for online advertising in recent years. Explain this phenomenon with **FIVE (5)** reasons by giving relevant examples.

(20 marks)

~ The End ~

*com2113(f)/aug2016/formatted*

