



FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **MKT2100: Integrated Marketing Communications**

Date of Examination : 10 December, 2016 (Saturday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

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Examiner(s) : **Esaline Marie Spykerman**

Moderator : Dr Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATION: AUGUST 2016 SESSION

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Question 1

By Melissa Mazlan

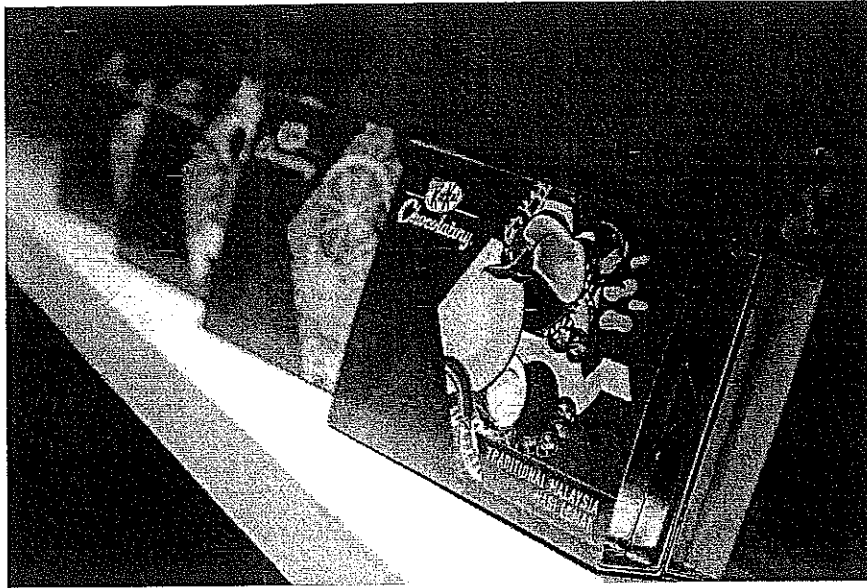
If your love for chocolate rivals that of cocoa-maniac Augustus Gloop from 'Charlie and the Chocolate Factory', you'll be pleased to know that you can now customise your own bar of KitKat right here in KL.

Malaysia's first KitKat Chocolatory Store at Mid Valley Megamall (until Tue Oct 4) lets you play with ingredients such as sun-dried raisins, apricot pieces, crushed roasted peanuts, crunchy and chewy caramel, green tea leaves and more to create your own signature KitKat. Choose your preferred chocolate base plus three toppings and watch as the KitKat staff build your bespoke bar. You can even go the whole hog and personalise the packaging (presents for any occasion, sorted).

Should the pressure of crafting the perfect chocolate bar get to you, purchase a box or two of special edition KitKat flavours such as nasi lemak, durian and banana nut caramel cluster. Willy Wonka will still be proud of you.

(Source: <http://www.timeout.com/kuala-lumpur/blog/go-now-kitkat-chocolatory-store-092316>)

Analyze the situation above and propose a new campaign plan for KitKat Chocolatory Store.



- (a) Identify a relevant target audience. (2 marks)
- (b) Propose a theme 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

Most manufacturers can't resist the temptation to extend their product lines. The result in many cases seems like development gone terribly out-of-control. But how must one move forward without diluting the strength of the brand?

- (a) Explain the strategy of brand extension with example. (5 marks)
 - (b) In your answer include **FIVE (5)** advantages and **FIVE (5)** disadvantages of using this marketing strategy. (10 marks)
 - (c) List **FOUR (4)** benefits that line extension can offer with examples. (10 marks)
- (Total: 25 marks)**

Question 3

List the steps in the media strategy process, and describe the **FOUR (4)** steps in the media strategy process. (25 marks)

Question 4

How can salespeople create trust through the personal touch of experiential marketing? Support your answers with **FIVE (5)** key benefits of personal selling through experiential marketing approach. (25 marks)

Question 5

- (a) Discuss **FIVE (5)** strengths and **FIVE (5)** weaknesses of magazine advertising. (20 marks)
- (b) Make recommendations for **FIVE (5)** types of products and situations in which magazine advertising should be used. (5 marks)

(Total: 25 marks)

Question 6

Now, there are hundreds of thousands other brands doing the same thing, saying the same thing, and to a point, selling the same thing too. Furthermore, the internet has come along and provided a million different sites and avenues to fragment audience attention. The quandary facing every brand is how they can set themselves apart from the "noise" that now characterizes the modern-day consumer experience.

Branded entertainment – a particular offshoot of content marketing – is the popular term for the increasing practice of brands creating entertaining content to capture and maintain consumer attention for prolonged periods of time (or at least, a little longer than those thirty second ads).

(Source: <https://www.theguardian.com/media-network/2013/sep/26/branded-entertainment-content-marketing>)

List and discuss **FOUR (4)** of the various forms of branded entertainment.

(25 marks)

