



FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1103: Principles of Advertising

Date of Examination : December 13, 2017 (Wednesday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer **ALL** multiple choice questions. (30 marks)

SECTION B: Answer any **THREE (3)** short answer questions. (30 marks)

SECTION C: Answer any **TWO (2)** essay questions. (40 marks)

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Esaline Marie Spykerman and Tan Ben Jane

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 9 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMC)
COM1103: PRINCIPLES OF ADVERTISING
FINAL EXAMINATION: AUGUST 2017 SESSION

SECTION A: Multiple Choice Questions (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Candidates are required to Answer **ALL** questions in the OMR sheet provided. Each question merit **ONE (1)** mark.

1. Which of the followings are the format and size of newspaper advertisement?
 - I. Gatefold
 - II. Broadsheet
 - III. Tabloid
 - IV. Double page spread
 - A. I and III
 - B. I and IV
 - C. II and III
 - D. II and IV

2. A print creative team consists of:
 - I. Creative director
 - II. Art director
 - III. Copywriter
 - IV. Photographer
 - A. I, II and III
 - B. I, II and IV
 - C. II, III and IV
 - D. All of the above

3. Which of the followings are the tool kits that art director uses to translate a big idea into a visual story?
 - I. Media mix
 - II. Photos and illustrations
 - III. Typography
 - IV. Layout and design
 - A. I, II and III
 - B. I, II and IV
 - C. II, III and IV
 - D. All of the above

4. Outdoor advertising exclude
- A. In-store advertisement
 - B. Advertising in train station
 - C. Floor displays in airline terminal
 - D. Movie advertising
5. Which of the followings are **FALSE**?
- I. Producer finds the specialists, arranges for casting talent, and make sure expenses within budget.
 - II. Broadcast director finds the specialists, arranges for casting talent, and make sure expenses within budget.
 - III. Broadcast director is responsible for the actual filming, including how long the scene runs and who does what.
 - IV. Producer is responsible for the actual filming, including how long the scene runs and who does what.
- A. I and III
 - B. I and IV
 - C. II and III
 - D. II and IV
6. Which of the followings are **FALSE**?
- I. Composer produces music using various instruments and voices.
 - II. Arranger produces music using various instruments and voices.
 - III. Composer writes original music, include lyrics into the audio track.
 - IV. Arranger writes original music, include lyrics into the audio track.
- A. I and III
 - B. I and IV
 - C. II and III
 - D. II and IV
7. Which of the followings are **FALSE**?
- I. A company that promotes a merchant is an affiliate.
 - II. An advertiser that is being promoted in another website is an affiliate.
 - III. You do not pay the affiliate until your product is purchased. It is referred to as "zero-risk advertising".
 - IV. Every time someone clicks on the advertisement, the advertiser needs to pay a fee to the affiliate.
- A. I and III
 - B. II and III
 - C. I and IV
 - D. II and IV

8. The search engine ranks each page from most relevant to least relevant according to user's search. Google considers other factors besides monetary value in search engine advertising. What are the two factors?
- I. Delivery rate history
 - II. Open rate history
 - III. Click-through rate history
 - IV. Landing page quality
- A. I and II
 - B. II and III
 - C. III and IV
 - D. II and IV
9. Online affiliate program is an example of?
- A. Pay-per-view web advertising
 - B. Pay-per-click web advertising
 - C. Pay-per-action web advertising
 - D. Pay-per-impression web advertising
10. Which of the followings are the tools of creative process?
- I. An unexpected association
 - II. Twist the obvious
 - III. Picture window
 - IV. Dominant type
- A. I and II
 - B. II and III
 - C. III and IV
 - D. II and IV
11. A TV commercial shows that some Vanish Napisan Oxi Action Powder is put into wash with a garment with messy food stains. A countdown timer is used to measure how long it takes to remove tough stains on garment. It shows that the active oxygen formula infuses the garment, and it helps to lift tough stains. As a result, the food stains are removed totally within 30 seconds. Identify the type of advertising execution.
- A. Slice of life
 - B. Testimonial
 - C. Demonstration
 - D. Informative

12. Below is an advertisement. Identify the type of advertising execution.

“With the increasing stress in life, at the age of 21, my face started to grow pimples. I felt insecure, and I was afraid to go out. I decided to try New York Skin Solutions. In only a short period of 2 to 3 treatments, my pimples disappeared! Now, I can safely go out shopping with friends!”

New York[®]
SKIN SOLUTIONS

Sally, Penang

- A. Slice of life.
B. Testimonial
C. Demonstration
D. Informative
13. Which of the followings is **FALSE**?
- A. Some selectivity is possible for television advertising.
B. Distrust in advertisements is highest for internet commercials.
C. It is more flexible to advertise by radio compared to television advertising.
D. It is difficult to reach a very specific and small market segment through television advertising.
14. Which of the followings is **FALSE**?
- A. Print media has shorter exposure.
B. Newspaper has shorter lead time compared to magazine.
C. Magazine has longer life span compared to newspaper.
D. Brochure is more flexible compared to leaflet/ flyer when it comes to design.
15. Which of the followings is **FALSE**?
- A. Brochure/ pamphlet can be used as sales aid
B. The amount of people reached through the use of printed brochures is limited.
C. Brochure/ pamphlet can be prepared and launched within a day.
D. The designer is limited by the space in leaflet/ flyer.
16. _____ 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

17. 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
18. 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
19. The following are types of advertising agencies **EXCEPT** for _____.
- A. Creative boutique
 - B. Full service agency
 - C. In-house agency
 - D. Internship agency
20. 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.
21. _____ 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
22. Which of the following is one of the basic functions of advertising?
- A. Identification
 - B. Entertainment
 - C. Competition
 - D. Public Relations

23. 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
24. 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
25. 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
26. Which of the following is a social influence on consumer decision making?
- A. State Of Mind
 - B. Innovation
 - C. Satisfaction
 - D. Family
27. 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
28. 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

29. Advertising is usually paid for by the _____.
- A. audience
 - B. target
 - C. agency
 - D. advertiser
30. Marcom is an abbreviation for _____.
- A. marketing company
 - B. marketing communication
 - C. market company
 - D. market communication

SECTION B: Short Answer Questions (30 marks)

Instructions: This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) What is the difference between coverage and reach in media terms? Explain the difference by defining the terms. (5 marks)
- (b) What is engagement in media terms? Explain the function of engagement, and explain the difference between media plan and engagement plan. (3 marks)
- (c) On average, magazine ABC sells 10,000 copies per issue. Its readership is estimated at 2 million per issue. A facial service company decides to run an advertisement for 3 consecutive issues. What would be the gross impressions? Show your working and answer. (2 marks)
- (Total: 10 marks)**

Question 2

How to advertise in online games? Identify and explain **FIVE (5)** ways. (10 marks)

Question 3

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

Question 4

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

Question 5

- (a) Define *segmenting*. (2 marks)
- (b) Name and describe **FOUR (4)** typical approaches to segmentation. (8 marks)

SECTION C: Essay Questions (40 marks)

Instructions: This section consists of **THREE (3)** questions. Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) How to stimulate desired audience response with advertising appeal? Identify and explain **THREE (3)** types of advertising appeals. (9 marks)
- (b) You can present an advertisement in several ways. Identify and explain **THREE (3)** types of advertising executions. (9 marks)
- (c) What are the choices of message source? Identify **TWO (2)** types of message source. (2 marks)
- (Total: 20 marks)**

Question 2

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

Question 3

List and briefly describe the **FIVE (5)** departments or areas an advertising agency. (20 marks)

~ The End ~

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