

FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : December 12, 2017 (Tuesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Esaline Marie Spykerman and Shangitha Sadayan

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM 2105: MEDIA PLANNING
FINAL EXAMINATIONS PAPER: AUGUST 2017 SESSION

Instructions to candidates:

There are all together **TWO (2)** sections in this paper.

Section A: Short- Answer Questions. Answer **THREE (3)** out of five questions. (60 marks)

Section B: Essay questions. Answer **TWO (2)** out of four questions. (40 marks)

SECTION A: Short Answer Questions (60 marks)

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

Question 1

(a) **DEFINE** the following media terminologies

- (i) Media Objective
- (ii) Media Planning
- (iii) Media Vehicle
- (iv) Reach
- (v) Frequency
- (vi) Coverage

(12 marks)

(b) List down the **FOUR (4)** roles of a media planner in an organization.

(8 marks)

[Total: 20 marks]

Question 2

(a) Media plays an important role to deliver information about an event to the mass. As a media planner, identify and briefly explain the process of approaching media to cover an event at your organization.

(12 marks)

(b) Events that are successful in securing sponsors often have a ton of peoples involved. Identify **FOUR (4)** strategies to cultivate the relationships with the sponsors of your event.

(8 marks)

[Total: 20 marks]

Question 3

The development of the media plan and strategies follows a similar path, except that the focus is more specifically keyed to determining the best way to deliver the message.

- (a) Illustrate the **FOUR (4)** components of a media plan. (8 marks)
- (b) Discuss with examples the **FOUR (4)** components of a media plan. (12 marks)
- [Total: 20 marks]**

Question 4

- (a) Explain the difference between *reach* and *frequency*. (10 marks)
- (b) What is the goal of a media plan with respect to these two terms? (10 marks)
- [Total: 20 marks]**

Question 5

- (a) Define the term media mix with examples and explain why most media planners employ a mix of media. (10 marks)
- (b) List and discuss **FIVE (5)** reasons for using a media mix. (10 marks)
- [Total: 20 marks]**

SECTION B: Essay Questions (40 marks)

Instructions: This section consists of **FOUR (4)** essay questions. Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

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 in order to enhance their credibility.

Discuss the problems faced by media planners in the media planning. (20 marks)

Question 2

A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements

Discuss the consumer decision making process. (20 marks)

Question 3

- (a) List and elaborate the **TWO (2)** types of media that came to life in Kit Kat, “The Day Advertising Had A Break” campaign. (10 marks)
- (b) Based on the campaign,
- (i) Discuss the role of social media in Kit Kat, “The Day Advertising Had A Break” campaign. (5 marks)
- (ii) Identify the media objective and media strategy for Kit Kat, “The Day Advertising Had A Break” campaign. (5 marks)
- [Total: 20 marks]

Question 4

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.



(Image source: www.lifebuoy.my)

- (a) Write **TWO (2)** media objectives for Lifebuoy Clini-Shield 10 Complete body wash. (10 marks)
- (b) Write **TWO (2)** media strategies to describe how the media objectives can be accomplished. (10 marks)
- [Total: 20 marks]

≈ The End ≈

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