



FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2113: Advertising Strategies And Planning

Date of Examination : December 12, 2017 (Tuesday)

Time : 2.00pm – 4.00pm 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 Tan Ben Jean

Moderator : Maizurah Khathu

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATION PAPER: AUGUST 2017 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: Short answer questions (60 marks).

Answer **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided.

Question 1

- (a) Describe the **FIVE (5)** elements found in a creative brief. (10 marks)
- (b) Advertisers use cognitive, affective and conative message strategy in conveying messages. Identify and describe any **TWO (2)** types of the message strategy. (10 marks)
- (Total: 20 marks)**

Question 2

- (a) Name and describe the **TWO (2)** forms of brand knowledge from a consumer perspective. (10 marks)
- (b) Briefly discuss the **FIVE (5)** dimensions of brand personality. (10 marks)
- (Total: 20 marks)**

Question 3

- (a) Define creative boutique agency. (4 marks)
- (b) List and briefly explain **FOUR (4)** key departments in traditional advertising agency. (16 marks)
- (Total: 20 marks)**

Question 4

- (a) Describe the two perspectives from which advertising is viewed in the institutional approach. (4 marks)
- (b) Discuss the **TWO (2)** advantages and **TWO (2)** disadvantages of brand extension. (16 marks)
- (Total: 20 marks)**

Question 5

- (a) What's the purpose of the headline? (5 marks)
 - (b) Outline Ogilvy's **FIVE (5)** great advertising elements. (10 marks)
 - (c) Discuss the role of a slogan and **TWO (2)** primary types of slogans. (5 marks)
- (Total: 20 marks)**

SECTION B: Essay questions (40 marks).

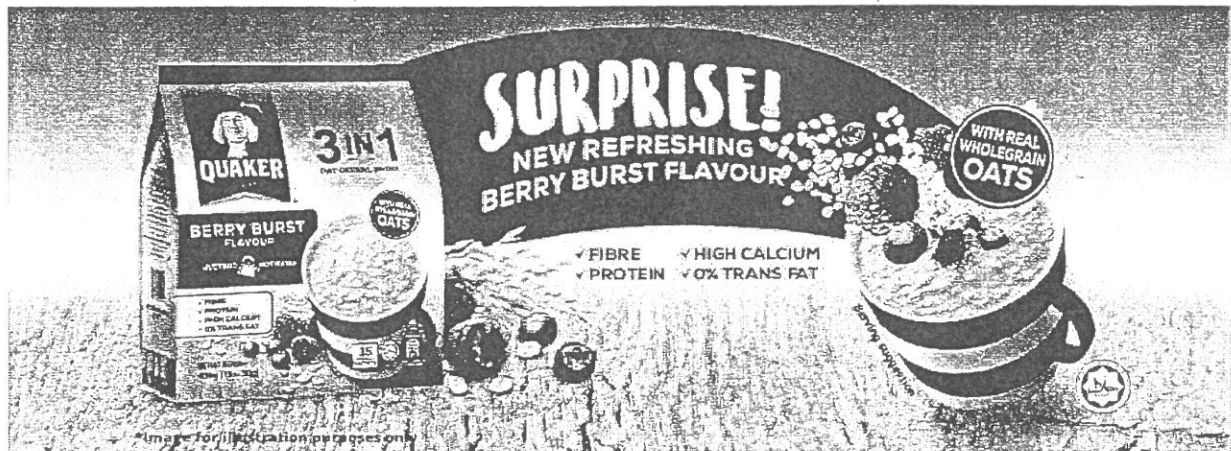
Answer any **TWO (2)** out of four (4) questions in the answer booklet provided.

Question 1

List and discuss **FIVE (5)** common advertising objectives that relate to the Facets Model of Effects.

(20 marks)

Question 2



Brand: Quaker

Product: Quaker Oats Cereal Drink

Target audience: Millennials Age 15- 18

Objective: To establish associations with the brand personality and connect to positive brand experiences.

Write a creative brief that delivers a campaign to achieve the desired objective.

(20 marks)

Question 3

Name and discuss the **FIVE (5)** key factors that drive perception.

(20 marks)

Question 4

Debra is the brand manager for Tide laundry detergent, marketed by Procter & Gamble, and she is making the brand-level fundamental decisions in the marcom decision process.

List and discuss the **FIVE (5)** fundamental decisions that she will be considering.

(20 marks)

≈ **The End** ≈

Formatted/COM 2113 (F) August 2017/final/hizam