



FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : MKT2100: Integrated Marketing Communications

Date of Examination : December 8, 2017 (Friday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :
Answer any **FOUR (4)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Lee Koon Yoong and Tan Ben Jane

Moderator : Dr Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATION PAPER: AUGUST 2017 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** out of **SIX (6)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

The large demand for Coca-Cola taste, and the trend toward healthier lifestyle influenced Coca-Cola to produce healthier products such as Coca-Cola Zero, Diet Coca-Cola, and etc. Coca-Cola Zero targets teens that do not want calories, but want the taste. Diet Coca Cola targets adults between 30-50 who are health conscious, but want the taste. Minute Maide targets kids and adults from 1 year to 10 and 40 plus. It targets parents that want their children to drink healthier drinks.

Coca-Cola released its “open happiness” campaign. People can see “open happiness” on billboards and television as well as listen to it on the radio. The print media showcased the happy faces of people with a bottle of Coca-Cola. Besides, people can see it on Facebook. The Facebook page had regular posts on Coca-Cola, as people had started associating happiness with coke. The “Happiness Truck” stopped at various places showering gifts, which ranged from a free bottle of coke to a surprise water shower. Furthermore, there was the “Hug Machine”, which offered a free coke if you hug the machine. In 2012 and 2013, Coca-Cola launched a campaign called “Coming Together”. The campaign emphasized that consumers should balance the number of calories taken in with the number of calories they burn. Coca-Cola displayed calorie information on product labels, and avoid targeting children under the age of 12.

Instruction: Answer Question 1a to Question 1e based on the case study given above.

- (a) Identify and briefly explain Coca-Cola’s market segmentation strategy. (5 marks)
- (b) Identify and briefly explain Coca-Cola’s market targeting strategy. (5 marks)
- (c) Identify and briefly explain Coca-Cola’s positioning strategy. (5 marks)
- (d) Describe **TWO (2)** elements of the promotional mix applied by Coca-Cola with examples. (5 marks)
- (e) Explain the guerrilla marketing which is applied by Coca-Cola with examples. (5 marks)

Question 2

- (a) Identify **FIVE (5)** elements of the promotional mix that are used by marketers to communicate with their target markets. (5 marks)
- (b) Explain **TWO (2)** advantages and **TWO (2)** disadvantages for each element of the promotional mix that you have provided in Question 2a. (20 marks)

Question 3

- (a) Identify and briefly explain the process of public relations. (10 marks)
- (b) Identify and explain **TWO (2)** ways that are used by public relations practitioners to build relationship with the following parties. (15 marks)
- (i) Employee
 - (ii) Customer
 - (iii) Media

Question 4

- (a) Identify **THREE (3)** types of print media and **TWO (2)** types of broadcast media. (5 marks)
- (b) Explain **TWO (2)** advantages and **TWO (2)** disadvantages for each media that you have identified. (20 marks)

Question 5

- (a) Identify and explain **THREE (3)** types of trade allowances. (9 marks)
- (b) Identify and explain **THREE (3)** types of cooperative advertisings. (9 marks)
- (c) Give **TWO (2)** examples of bonus packs. (2 marks)
- (d) Give **THREE (3)** examples of price-off deals. (3 marks)
- (e) Define consumer-oriented sales promotions with an example. (2 marks)

Question 6

- (a) Define B2B selling (1 mark)
- (b) Briefly describe **THREE (3)** differences between B2B and B2C selling. (6 marks)
- (c) List and briefly describe the **SIX (6)** steps personal selling process. (18 marks)

~ The End ~

Formatted/MKT2100(F)AUG2017/hizam