



INTI
International College Subang

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM1103: Principles of Advertising

Date of Examination :

Time Start : August 06, 2020 (Thursday) @ 10:00am

Time End : August 07, 2020 (Friday) @ 10:00am

Duration : 24 Hours

Special Instructions :

Take Home Assignment (100 marks)
Scenario based Questions.

Answer **ALL** Questions

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Esaline Marie Spykerman and Teoh Ai Li

Moderator : Mr Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM 1103: PRINCIPLES OF ADVERTISING
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION

Instructions:

1. Please read these rules and confirm by checking the box in the cover page together with your submission in BB.
2. You have exactly **24 hours** to solve the exam. The exam starts now-
3. **Submission method: Online Submission via Blackboard.**
4. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by**
5. **Submission format:** Your answers **MUST BE TYPED using Microsoft Words via attached document** in the designated Blackboard submission folder.
 - a. Your answers should be arranged in sequence (starting with Q1 (a), Q1(b), Q2, etc.) and labelled properly.
 - b. Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
 - c. You are required to produce your answers within the required word counts as stated at every question.
6. Additional requirement to the overall answer presentation
 - a. Student ID Number on each page (Header).
 - b. Page number on each page (Footer)
 - c. Font type: Arial
 - d. Font size: 12
 - e. Line spacing: 1.5
7. **SafeAssign:**
 - a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed 25%.
 - b. Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty
 - 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
8. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
9. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
10. You may **NOT** consult any external resources. This means **NO** Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You may **NOT** use Google or other search engines for any reasons. You may **NOT** use any shared Google document.
11. Any source taken from books, notes etc **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
12. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
13. **REMINDER:** Only **Microsoft Word Document File Format is ACCEPTED.** Any other format submitted will **NOT** be marked.
14. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE.**
15. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED.**

Take Home Assignment (100 marks)

Scenario based Questions.

Instructions: Answer ALL Questions

Question 1

Your small agency works for a local retailer (pick one from your community) that wants to make the most effective use of its tool kit of owned media. The retailer has very little money to use on advertising. Your agency team agrees that there might be more the firm could do to strengthen the media it controls.

Propose a list of **FIVE (5)** ideas for making better use of owned media tool kits. (25 marks)

Question 2

From social media advertisements, identify:

- i) **TWO (2)** advertisements that have exceptionally high stopping power (attention),
- ii) **TWO (2)** that have exceptionally high pulling power (interest), and
- iii) **ONE (1)** that have exceptionally high locking power (memory).

Which of these advertisements are mainly informative and which are mainly emotional and focused on feelings? Which are focused on building a brand or creating associations? Do any of them do a great job of creating action? Choose what you believe to be the most effective ad in the collection. Why did you choose this one, and what can you learn from it about effective advertising?

(25 marks)

Question 3

Conduct a target audience analysis for this luxury product that costs around RM22,000. Your analysis must consist **FOUR (4)** essential segments with any **TWO (2)** factors for each segment with elaborations.

(25 marks)



Chanel Medium Boy Bag in Gold Metallic Python with Gold-Tone Metal Hardware

Question 4

Based on the product features given, discuss the **FIVE (5)** steps consumer decision making process when purchasing this product.

(25 marks)



Product Features for Samsung A30

- large 6.4 inch Infinity-V Display
- View Better with Infinity-V Super AMOLED Display
- Triple rear camera (25/5/8)MP, lets you capture great photos like a professional
- 123° Ultra Wide Camera
- 16MP front camera gives you clear, high-resolution photos. And with Selfie focus to gently blur the background, your face becomes the star.
- 15W Fast Charging, 4,000 mAh Battery so you can get back to doing what you do and not miss out on life.
- On-Screen Fingerprint for your personalised access
- 4GB RAM, 64 GB
- And play at your best as Game Booster learns your usage patterns to optimize battery, temperature and memory.
- Priced: RM899

(TOTAL: 100 marks)

~ The End ~

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