



**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM2113: Advertising Strategies and Planning

Date of Examination :

Time Start : August 08, 2020 (Saturday) @ 10:00am

Time End : August 09, 2020 (Sunday) @ 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 5 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
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**

Scenario based Questions

Instructions: Answer ALL Questions.

Question 1

Find a local/ international digital campaign from the last three years.

Discuss how does advertising complement other elements of marketing communication.

(25 marks)

Question 2

Select a local or international consumer product brand and explore its Website.

(a) How does this brand use the Web to reach consumers in new ways that are not available through traditional media?

(10 marks)

(b) Find an example, within the Website of the product that you have selected, that illustrates each of the following stages of the product life cycle:

(i) Introduction

(ii) Growth

(iii) Mature

(15 marks)

Question 3

"Have a break, have a KIT KAT" has become a familiar slogan. It properly describes the enjoyment of the chocolate-coated wafers whenever one needs to chill out, such as when you are in the midst of a heavy assignment. Kit Kat chocolates are a quick source of carbohydrate which helps ward off hunger. Since Kit Kat has layers of milky chocolates, so you are getting energy and calcium at one simple go!



- (a) Based on the product brief above, add new visual designs in this print ad template given above, to convey the big idea or key message of “Kit Kat Fun”.

(10 marks)

- (b) Complete this ad with by writing in any **THREE (3)** essential copywriting components, matched to your big idea designed in (a).

(15 marks)

Question 4

As year 2020's mission aiming to be the top 10 preferred higher learning institution in Malaysia, Inti International University & Colleges (INTI) is stretching out its investment through advertising to promote its courses and campuses with key message "Over 90% of our students get employed within 6 months of graduating." In order to meet up with the creative team from a local advertising agency, as Marketing & Advertising Manager of INTI, you are required to:

- (a) Justify with examples, any **FIVE (5)** essential components to be included in the Creative Brief for INTI in fulfilling the need to plan for advertising strategy.

(20 marks)

- (b) Design a form for this creative brief to include all the five essential components you have provided in (a). Complete your form with a title.

(5 marks)

(TOTAL: 100 marks)

~ **The End** ~

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