

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : APRIL 2022

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : COM1103: Principles of Advertising

Date of Examination : 1st August 2022 (Monday) – 2nd August 2022 (Tuesday)

Duration : 24 Hours

Special Instructions :

Answer ALL questions.

Materials permitted : Nil

Materials provided : Nil

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

Chief Moderator : Mr Mohd Khairul Irwan Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM 1103: PRINCIPLES OF ADVERTISING
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION

Date of Assessment: 1st August 2022 (Monday) -12pm

Instructions:

1. You have exactly **24 hours** to solve the exam. The exam starts now.
 2. **Submission method: Online Submission via Blackboard.**
 3. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by 2nd August 2022 (Tuesday) -12pm**
 4. **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.
 5. 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
 6. **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
 7. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
 8. 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.
 9. 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.
 10. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
 11. **REMINDER:** Only **Microsoft Word Document File Format is ACCEPTED.** Any other format submitted will **NOT** be marked.
 12. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE.**
 13. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED.**
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Take Home Assignment (100 marks)**Scenario based Questions.****Instructions:** Answer **ALL** Questions**Question 1**

From the Metaverse to IRL: Coca-Cola® Creations Opens Portal to Gaming-Inspired Coca-Cola® Zero Sugar Byte

Earlier this year, Coca-Cola Starlight offered fans a taste of outer space. Now, the second Coca-Cola Creations offering presents the first-ever Coca-Cola flavor born in the metaverse. Coca-Cola Zero Sugar Byte will bring the flavor of pixels to life in a limited-edition beverage that transcends the digital and physical worlds.

- (a) Propose **THREE (3)** most effective types of digital advertising media for the OWNED, PAID & EARNED media respectively in promoting the new Coca-Cola Zero Sugar Byte. (9 marks)
- (b) Justify any **TWO (2)** reasons for each digital advertising medium you have proposed in question 1(a). (12 marks)

- (c) If you were to choose only **ONE (1)** digital medium out of the three types you have proposed, which one will it be? Why?

(4 marks)

(Total: 25 marks)

Question 2



Based on the Domino's Cheese Xplosion Pizza print advertisement.

- (a) Elaborate any **FOUR (4)** components of copywriting. (20 marks)
- (b) Interpret another **ONE (1)** copywriting component could be added into this print advertisement. Why? (5 marks)

(Total: 25 marks)

Question 3

Transit ad is a new trend in getting attention and attraction of modern prospects whom seem to have more fun and explorative outdoor lifestyle.

- (a) List any **FIVE (5)** types of outdoor media advertisers could use to reach urban target audience in Malaysia. (5 marks)
- (b) Find **FIVE (5)** examples from the Internet to support your elaborations, based on the types of outdoor media you have suggested in *question 3a*. (20 marks)
- (Total: 25 marks)**

Question 4



Malaysia's most loved fried chicken and World's No. 1 Potato Chips have joined forces to introduce finger-licking fried chicken in chip form! The Lay's x KFC Hot & Spicy Chicken flavor potato chips is available in both ala carte and burger combo from 28th April 2022 onwards & Bucket combo from 10th May 2022 onwards, exclusively at all KFC stores in Malaysia for a limited time only.*

- (a) Discuss **THREE (3)** types of newspaper Lay's and KFC can advertise.
(15 marks)
- (b) Find **TWO (2)** examples of digital local English newspapers from the Internet that are suitable to advertise Lay's and KFC.
(10 marks)
- (Total: 25 marks)**

~ The End ~
COM1103 (Final)/April2022