

**FINAL**

**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : **August 2021**

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : **COM1103: Principles of Advertising**

Date of Examination :

Time Start : December 7,2021 (Tuesday) @ 4:00 pm

Time End : December 8, 2021 (Wednesday) @ 4:00 pm

Duration : 24 Hours

**Special Instructions :**

Answer ALL questions

---

---

Material 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/DMC)  
COM1103: PRINCIPLES OF ADVERTISING  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION

**Date of Assessment:**

**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 **[INSERT Date of Exam]**
  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.**
-

**Take Home Assignment (100 marks)**

**Scenario based Questions.**

**Instructions:** Answer **ALL** Questions


**Question 1**



ACILIS is a new product by Spritzer that aspires to be more green-friendly. Its bottle is made of 30% plant-based material, which is better than the regular PET bottle.

- (a) Propose **THREE (3)** most effective types of digital advertising media for the OWNED, PAID & EARNED media respectively in promoting the new ACILIS by Spritzer. (9 marks)
- (b) Justify any **TWO (2)** reasons for each digital advertising medium you have proposed in (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)

## Question 2

	Channel	Monthly unique viewers	Cost (30 seconds filmlet)
	TV3	16,000,000	RM1,000
	8TV	9,000,000	RM800

- (a) Based on the table above, explain any **THREE (3)** reasons why advertising using TV3 30 seconds filmlet is better than 8TV 30 seconds filmlet for *Colgate Kayu Sugi* to its target audience.

(15 marks)

- (b) Based on the table given below, justify with examples, **TWO (2)** dayparts that would generate the **MOST** reach to advertise *Colgate Kayu Sugi*.

### TV “Dayparts”

• 7-9 a.m.	Early Morning
• 9-Noon	Morning
• Noon-3 p.m.	Early Fringe
• 3-5 p.m.	Fringe
• 5-6 p.m.	Late Fringe
• 6-8 p.m.	Access
• 8-11 p.m.	Primetime
• 11-1 a.m.	Late Night
• 1 a.m.-7 a.m.	Overnight

(10 marks)

## Question 3



***This is The Frame. It's not just a TV.***

*The artistic addition to the 2017 Samsung TV lineup is more than just a TV. It's Samsung's The Frame, which not only provides the picture quality you expect from a Samsung UHD TV, but brings a personal touch wherever it's placed, as it comes with a wide range of artwork available to display—or your own photos. The Frame is different from your everyday TV in more ways than just its artistic tendencies, too. It's gorgeous to look at—on or off. So instead of adjusting the decor to the TV or trying to hide it away in a cabinet when it's not in use, The Frame looks and hangs just like a real frame, so it enhances your interior. But make no mistake, it is a TV. In fact, the Frame is a 4K UHD TV, ensuring that what you see on screen comes through clearly and with vibrant, stunning color. Not only will movies and TV shows have brilliant hues, your art will too.*

*(Source: <https://www.samsung.com/my/tvs/blog/meet-the-frame-a-tv-designed-for-your-space/>)*

- (a) Discuss **THREE (3)** creative ways Samsung can use newspaper advertisement to create a personalized experience. (15 marks)
- (b) Recommend **FIVE (5)** Out-of-Home media that will complement the above. (10 marks)

**Question 4**

This is a storyboard of “*Pepsi*” television commercial (TVC). By using this story as the subject,



- (a) Discuss **THREE (3)** TVC script writing **SOUND** elements which could be applied in any of the storyboard scene showcased above. (15 marks)
- (b) Describe any **TWO (2)** video camera technical terms used in this TVC. (10 marks)

**(TOTAL: 100 marks)**