

FINAL
ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : August 2021

Programme : DIPLOMA IN MASS COMMUNICATION (DMC/DMCN)

Course : COM2100 / MKT2100: INTEGRATED MARKETING COMMUNICATIONS

Date of Examination : 5th December 2021 - 6th December 2021

Time : 8:00am – 8:00am Reading Time: Nil

Duration : 24 Hours

Special Instructions :

There are **TWO (2)** case studies, Case Study A and Case Study B. Answer **ALL** questions.

IMPORTANT NOTE : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : AnniMalar Muthuraman and Puteri Eiman Megat Mohd Aminuddin

Moderator : Wilfred Tan

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

**DIPLOMA IN MASS COMMUNICATION (DMCN)
COM2100/MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION
24 HOURS**

Instructions: There are **TWO (2)** case studies, **Case Study A** and **Case Study B**. Answer **ALL** questions. Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard in MS Word format.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own words, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually

Case Study A:

There were 16 million internet users in 1995, and there are 4,536,248,808 internet users in 2019. Predictions indicate there will be 20–50 billion connected devices by 2020. With the myriad of products and services being introduced at an unprecedented pace, along with the development of countries that are just coming online, the opportunities for Google will continue to increase exponentially. Many believe that Google “will change our world and become the most powerful business the world has ever seen”. For example, Google records search history and predicts user interests. This highly favored action is one strategy that keeps Google at the top. Additionally, free apps, such as maps and email, have added to Google’s success. Google has succeeded in the market for an extended period of time based on market research, efficient overall strategy implementation, disruptive innovation and an effective digital advertising cost.

Source: Green D.D., Polk, X.L., Custer, K., Johnson, A., Loyd, J., Pettijohn, J. & Donnell, H.O (2020), ‘The Disruptiveness of Technology : A Case Study of Google Dominance’, *Management and Economics Research Journal*, Vol. 6 (7)

(Students will need to provide their answers in relation to the given scenario and context)

Question 1

- a) Google is the world's known browser with other commercial features. Explain any **FIVE (5)** marketing strategies that contributes to their business based on case study A with relevant examples for further justification.

(25 marks)

- b) Propose any **FIVE (5)** integrated marketing communications (IMC) tools that will help Google to sustain their branding referring to case study A as above with relevant examples for further justification.

(25 marks)

Case Study B:

Electronic Commerce or e-commerce defined as all aspects of business and market processes enabled by the Internet. E-commerce is rapidly becoming a viable means of conducting business, as evidenced by the tremendous amounts of money spent online. E-commerce is a web-based platform that is gaining popularity and becoming increasingly important, enabling various types of economic transactions to be conducted and facilitated on the web. E-commerce has grown into a dynamic set of technologies, through which applications and businesses are radically shifted to the digital form and delivered through the internet. E-commerce industry in Malaysia expected to reach USD 3.2 Billion by 2019 and grow at a CAGR of 19.5% from 2014 to 2019. In which online travel is the largest segment of E-commerce in Malaysia, followed by retails and deal sites. Some of the famous online retailers in Malaysia are Agoda, Airasia, Zalora, Lazada, Mudah.my and Lelong.com.my. According to the sources, Malaysian at large ranked Lazada.com.my, Mudah.my and 11Street as the top 3 e-commerce site in the country

Source: Satar, N.S.M., Dastane, O. & Ma'arif, M.Y. (2019) 'Customer value proposition for E – Commerce : A Case Study Approach'. *International Journal of Advanced Computer Science and Applications* Vol. 10 (2)

(Students will need to provide their answers in relation to the given scenario and context)

Question 2

You are marketing manager of Lazada, propose any **FIVE (5)** consumer oriented sales promotion strategies that you think are best suit the company. Justify your answers with examples from the case study above or any other relevant examples from the e-commerce industry.

(25 marks)

Question 3

Propose any **FIVE (5)** advertising execution strategies to help Zalora, to be competitive to improve its sales. Justify your answers with examples from the case study above or any other relevant examples.

(25 marks)

~THE END~

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