

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM1103: Principles of Advertising

Date of Examination :

Time Start : December 18, 2020 (Friday) @ 10:00am

Time End : December 19, 2020 (Saturday) @ 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 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1103: PRINCIPLES OF ADVERTISING
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION

Date of Assessment:

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**.
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Take Home Assignment (100 marks)

Scenario based Questions.

Instructions: Answer **ALL** Questions

Question 1

In 2016 Google worked out that 600 million people had installed ad-blockers to their devices. It's been called the largest protest movement in history. Four years on, that number must surely be larger.

In 2019, GlobalWebIndex reported that 48% of people think there are too many ads online. 47% think the ads are irrelevant and annoying. 44% say they are too intrusive.

Creativity is the degree of interestingness to your piece of communication. It is the degree to which a headline and/or an image attracts, intrigues and persuades the viewer to look, look closer and maybe even to consider the proposition.

(Source: <https://www.thedrum.com/opinion/2020/09/10/rid-the-world-digital-pollution>)

Write an essay of 300- 500 words, addressing the above question. Your essay should include:

- (i) **FOUR (4)** advantages of magazine advertising.
- (ii) 2 to 5 references.
- (iii) Examples that support (i).

(25 marks)

Question 2



SHANGHAI, CHINA – In the first communication since winning the business in November 2019, Serviceplan China have created the an i-Case product launch campaign for Haier Leader, a sub-brand of the Haier Electrical Appliance Group in China. Following a client brief to launch a new Haier Leader product – the i-Case Refrigerator – and get the attention of young consumers by appealing to millennials’ lifestyles and attitudes, Serviceplan China conceived an idea which links the key feature of the product to youthful attitudes – an unconventional love story where a couple break up and their refrigerator reunites them

(Source: <https://www.adobomagazine.com/campaign-spotlight/campaign-spotlight-serviceplan-china-creates-off-the-wall-campaign-for-haier-leader-refrigerator-launch/>)

You are the media planner for an agency handling Haier Leader account in a medium-sized metro market that concentrates most of its advertising in the Sunday supplement of the local newspaper. The client also schedules display ads in the daily editions for special sales. Six months ago, a new, high-style metropolitan magazine approached you about advertising for your client. You deferred a decision by saying you’d see what reader acceptance would be. Now the magazine has shown some steady increases. If you were to include magazines on the ad schedule, you’d have to reduce the newspaper media somewhat. What would be your recommendation to Haier Leader?

Write your recommendations of 300-500 words, addressing the above questions. Your recommendations should include:

- (i) **TWO (2)** media objectives.
- (ii) **TWO (2)** magazines’ publication details
- (ii) 2 to 5 references.
- (iii) Examples that support (i).

(25 marks)

Question 3

You are a sales rep working for a newspaper that has an online version. How would you attract advertisers? One of your colleagues says there is no market for online advertising for the paper, but you think the newspaper is missing an opportunity.

Write an essay of 300- 500 words that considers the following:

- (a) What companies would you recommend to contact?
- (b) How can internet sites like your online newspaper entice companies to advertise on them?
- (c) What competitive advantage, if any, would web advertising for your paper provide?

(25 marks)

Question 4

Nestlé Ice Cream Malaysia is now planning to advertise a new product named Musang King via digital media. The objective of this campaign is to create awareness of this new product in the Malaysian market.

- (a) Propose **THREE (3)** most effective types of digital advertising media for the OWNED, PAID & EARNED media respectively in promoting the new Musang King.

(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)

(TOTAL: 100 marks)

~ The End ~

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