

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u>August 2020</u>
Programme	:	<u>Diploma in Mass Communication (DMCN)</u>
Course	:	<u>COM2113: Advertising Strategies and Planning</u>
Date of Examination	:	
Time Start	:	<u>December 13, 2020 (Sunday) @ 10:00am</u>
Time End	:	<u>December 14, 2020 (Monday) @ 10:00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	
		<u>Take Home Assignment (100 marks)</u> <u>Scenario based Questions.</u>
		Answer ALL Questions
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Material permitted	:	<u>NIL</u>
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Materials provided	:	<u>NIL</u>
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Examiner(s)	:	<u>Esaline Marie Spykerman and Teoh Ai Li</u>
Moderator	:	<u>Mr Mohd Khairul Irwan Bin Mansor</u>

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL ALTERNATIVE ASSESSMENT: AUGUST 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



The owners of the Zico brand of organic coconut water believe that it is the next big trend in the bottled water category. It uses the clear liquid inside young, green coconuts (not coconut milk that is derived from pressing the coconut pulp). Healthy and natural with No-GMO, naturally fat-, gluten-, and cholesterol-free, and made without any added sugars, Zico is a tasty coconut water brand with a clean and crisp flavor. The brand is venturing into Malaysians market.

Outline a preliminary situation analysis and objectives, and targeting, positioning, and branding strategies. In each section, explain what additional information you would need to fully develop this plan.

(25 marks)

Question 2



(Source: <https://www.nst.com.my/cbt/2020/09/625031/proton-x50-officially-unveiled-available-booking>)

You are in a meeting about the strategy for an automotive client who has launched a new SUV, B-segment model. One of your team members says positioning is an old strategy and no longer useful for modern products because the market is so complex and changes so fast. Another person argues strongly that you need to understand the position in the consumer's mind before you can even begin to develop an advertising strategy.

Discuss whether are you in favour of positioning or no positioning in this situation. Write an essay of 500- 800 words to justify your answers.

(25 marks)

Question 3



(Source: <https://www.ikea.com/jp/en/this-is-ikea/newsroom/20200220-imma-harajuku-pub49d1005d>)

Summarize and write an essay of 500- 800 words on the creative aspects of the IKEA Harajuku With Imma campaign effort. Your essay should include the following:

- i) What makes this effort and its promotion creative?
- ii) Brainstorm on an idea for a new commercial that would extend the campaign's theme and develop this new Big Idea as a proposal.
- iii) 3-5 additional references

(25 marks)

Question 4



Brand: Good Catch

Product: Naked in Water (Plant-based Tuna)

Mission: To create nutritious seafood without harming live fish.

Write a creative brief that targets Malaysian consumers and delivers a campaign to achieve the desired objective.

(25 marks)

(TOTAL: 100 marks)

~ The End ~

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