

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : April 2021

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : COM1103: Principles of Advertising

Date of Examination :

Time Start : July 31,2021 (Saturday) @ 10:00 am

Time End : Aug 01, 2021 (Sunday) @ 10:00 am

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: APRIL 2021 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. 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.
11. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
12. **REMINDER: Only Microsoft Word Document File Format is ACCEPTED.** Any other format submitted will **NOT** be marked.
13. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE.**
14. **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

The challenge we face with measuring visual attention today has been the same since the invention of newspapers.

In a recent dispute about the true cost of advertising, Lumen Research found itself at odds with Facebook. While Lumen envisaged how attention could be measured in the future, Facebook argued that its predictive algorithms are more precise at capturing attention in the present.

Both companies have ended up lost in translation. At the heart of the dispute is a "known unknown": we know that our senses and emotions matter to advertisers more than ever before; we just don't know how to measure them at scale, yet.

(Source: <https://www.campaignlive.co.uk/article/connections-not-time-capture-true-cost-attention/1711534>)

- (a) Write an essay of 300- 500 words, addressing the above scenario. Your essay should include:
- i. Description of the changing character and role of newspapers at the present time. (2 marks)
 - ii. **FOUR (4)** advantages of newspaper advertising compared to social media. (8 marks)
- (b) Discuss **THREE (3)** creative ways a brand can use newspaper advertisements to create a tangible experience. (15 marks)

Question 2

PREPARED BY	:	ROXANNE T. ROBES
PREPARED FOR	:	REQUIREMENT FOR RADIO COURSES

<i>TITLE OF THE PROGRAM</i>	:	SMOOTH MORNINGS
<i>TRT</i>	:	TWO HOURS
<i>COMPANY</i>	:	106.8 Foxy Light Radio
<i>HOST</i>	:	Dj Anne & Dj Angel
<hr/>		
<u>MSC</u>	:	NATIONAL ANTHEM (Lupang Hinirang)
<u>STN ID</u>	:	FOXY LIGHT RADIO IS NOW SIGNING ON
<u>PROGRAM ID</u>	:	SOFT MUSIC (RECORDED)
DJ ANNE	:	(sweet tone) GOOD MORNING GUYS. THIS IS DJ ANNE
DJ ANGEL	:	AND THIS IS DJ ANGEL
DJ ANNE	:	YOU ARE NOW LISTENING TO SMOOTH MORNINGS OF ONE O SIX POINT EIGHT FOXY LIGHT RADIO
DJ ANGEL	:	WHERE YOU CAN RELAX AND ENJOY OUR MUSIC THAT IS FILLED WITH LOVE SONGS FOR YOUR HEART
<u>SFX</u>	:	sweet sound effects (like a love song)
DJ ANNE	:	THE TIME NOW IS THREE MINUTES AFTER SEVEN O' CLOCK. IT IS MARCH NINETEEN TWENTY FOURTEEN AND IT IS A NON-STOP WEDNESDAY ANGEL
<u>SFX</u>	:	voices that echoes "NON-STOP WEDNESDAY"
DJ ANGEL	:	YOU'RE RIGHT ANNE! SO WE ARE GOING TO CHOOSE A CERTAIN LOCAL OR INTERNATIONAL ARTIST THAT WILL TOP OUR MOST REQUESTED ARTIST OF THE DAY AND WE'RE GONNA PLAY THEIR TRACKS FOR AN HOUR OR TWO
<u>SFX</u>	:	soft background music
DJ ANNE	:	OH YES! GUYS TO VOTE FOR YOUR FAVORITE ARTIST JUST TYPE IN F-L-R (SPACE) NAME OF THE ARTIST AND SEND IT TO FOUR FIVE SEVEN SIX. AGAIN, THAT IS FOUR FIVE SEVEN SIX.
DJ ANGEL	:	SO, HOW'S THE START OF YOUR WEEK ANNE?
DJ ANNE	:	IT'S GOOD. BUT THE COMING HERE IS THE BAD THING. MOST ROUTES ARE REALLY TRAFFIC.
DJ ANGEL	:	I FEEL YOU. SO, NOW LET'S GIVE THEM THE HEADLINES FOR TODAY WITH OUR...
BOTH DJ'S	:	SPOTS OF TODAY!
<u>SFX</u>	:	NEWS BACKGROUND SOUND EFFECTS (SOFT)

- (a) Discuss any **FOUR (4)** guidelines, with examples from the script above, in writing a good script for radio commercial.

(20 marks)

- (b) Suggest **ONE (1)** missing element with relevant justifications from the script sampled above.

(5 marks)

Question 3

For Earth Day, Subway created a campaign to showcase its vegan options in a unique way with Plant-Based Beats. With the aid of vegan grime artists, Subway created a song using sounds emitted by plants, specifically the plants from an urban farm that helps to create Subway's plant-based menu.

(Source: <https://www.trendhunter.com/trends/plant-based-beats>)

You are the media planner for an agency handling Subway account. Write your recommendations of 300-500 words, addressing the above questions. Your recommendations should include:

- (a) **TWO (2)** media objectives.

(2 marks)

- (b) **TWO (2)** creative ways to use magazine to showcase Subway's vegan options menu.

(8 marks)

- (c) Suggest **THREE (3)** ways Subway can use outdoor advertising effectively.

(15 marks)

Question 4

TNB's CNY video hits 25 million views

KUALA LUMPUR: Tenaga Nasional Berhad (TNB) has created a new record hitting 25 million views for its Chinese New Year (CNY) celebration web-film advertisement, "Reality not Virtual".

TNB chief corporate officer Datuk Wira Roslan Ab Rahman said the four-minute web film, combining traditional, modern and futuristic elements, took the first spot in YouTube, Facebook, Twitter and in various integrated media mostly shared by social media users.

"We are happy to share that 'Reality Not Virtual' has received overwhelming response from the public. We are grateful to all TNB customers and followers.

"This achievement has motivated TNB to come up with better festival-related films in the future. We hope the momentum will continue to inspire us to produce more heart-warming, humour-filled and insightful messages that the public can relate to," he said in a statement.



(Source: <https://www.nst.com.my/news/nation/2020/02/562829/tnbs-cny-video-hits-25-million-views>)

Based on the campaign above, you are now the media planner for TNB and tasked with the following:

(a) Justify any **THREE (3)** media vehicles **EXCEPT** social media that you think would be most effective in communicating the message to its target audience ranging from age 30-50 years old.

(15 marks)

(b) Based on this commercial, explain **TWO (2)** must-have visual elements used to convey Chinese New Year.

(10 marks)

(TOTAL: 100 marks)