

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : April 2021

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : COM2113: Advertising Strategies and Planning

Date of Examination :

Time Start : July 26, 2021 (Monday) @ 10:00 am

Time End : July 27, 2021 (Tuesday) @ 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)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 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. 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**.
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Scenario based Questions.

Instructions: Answer **ALL** Questions

Question 1

Even though consumer travel is still some way off returning to pre-pandemic levels in 2021, French travel and tourism operator Club Med's focus for the year has shifted to prepare for the rebound post-pandemic.

As travelers get ready to dust off their luggage and holiday clothes, the Fosun Tourism Group-owned travel operator is working on engaging with its guests to stay top of mind.

(Source: <https://www.thedrum.com/news/2021/04/22/people-draw-up-holiday-plans-post-pandemic-club-med-seeks-remain-top-mind>)

Refer to the above scenario to answer the questions below.

- (a) Write an essay of 500- 800 words to discuss **FIVE (5)** various strategic approaches Club Med can use to deliver on the objectives identified in the Facets Model of Effects.
(15 marks)
- (b) What are the **THREE (3)** steps of structural analysis? Explain why a creative team use structural analysis in their work.

Write an essay of 500 words to justify your answers.

(10 marks)

Question 2

HONG KONG: Impossible Foods' faux beef burgers will be sold in grocery stores in Hong Kong and Singapore starting Tuesday, the company said as it vies to bolster its presence in Asia and before entering the potentially lucrative mainland China market.

Its Asian launch comes as the maker of plant-based meat said it was still awaiting approval from Chinese regulators. Its key ingredient, heme, made from genetically modified yeast, requires approval in China.

(Source: <https://www.freemalaysiatoday.com/category/business/2020/10/20/impossible-foods-launches-in-asian-grocery-stores-as-it-targets-china/>)

- (a) You are tasked with developing the marketing plan for Impossible Foods business in Malaysia.

Write an essay of 600 words using **FIVE (5)** steps of marketing plan for the business to enter Malaysia market.

(10 marks)

- (b) Outline a preliminary situation analysis, objectives, targeting, positioning, and branding strategies. In each section, explain what additional information you would need to fully develop this plan for Impossible Foods in Malaysia.

(15 marks)

Question 3

Mars Wrigley Confectionery International Travel Retail (Mars ITR) addressed the number one challenge for the category in the industry which is converting travellers to shoppers. New products are being introduced in the category heartland of CONNECT and CELEBRATE, which together account for 90% of sales, as well as REFRESH and REWARD. An updated M&M's® gifting offer is designed to attract more adult travellers by playing into the universal appeal of the brand.

(Source: https://www.dutyfreemag.com/gulf-africa/brand-news/confectionery-and-fine-foods/2018/10/11/m-and-ms-to-drive-confectionery-growth-in-2019/#.YIO_w-gzaF4)



Based on the print advertisement above, answer the following questions:

- (a) Discuss in detail **FIVE (5)** strategic decisions found in a marketing plan. (20 marks)

- (b) By retaining all the visuals and layout in the ad, rewrite a headline if this ad is to be targeted at 10-12 years old city school kids. (5 marks)

Question 4

Assuming that your company (BubblesUP) is just setting up in Penang and is hiring advertising agency to create awareness through a three months advertising campaign using effective local media to promote its six flavours bubble teas in the island.



Write a creative brief including any **FIVE (5)** essential components with relevant details based on the product and market of BubblesUP.

(25 marks)

(TOTAL: 100 marks)

-THE END-

COM 2113(F)/Apr2021/ formatted