

**FINAL**  
ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : January 2022

Programme : DIPLOMA IN MASS COMMUNICATION (DMC/DMCN)

Course : COM2100 / MKT2100: INTEGRATED MARKETING COMMUNICATIONS

Date of Examination : 7<sup>th</sup> March 2022 - 8<sup>th</sup> March 2022

Time : 12:00pm – 12:00pm Reading Time: Nil

Duration : 24 Hours

Special Instructions :

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

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

Materials permitted : Nil

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Materials provided : Nil

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Examiner (s) : AnniMalar Muthuraman, Esaline Marie Spykerman

Moderator : Wilfred Tan

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

**DIPLOMA IN MASS COMMUNICATION (DMCN)**  
**COM2100-1: INTEGRATED MARKETING COMMUNICATIONS**  
**FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 SESSION**  
**24 HOURS**

**Instructions:** There are **TWO (2)** case studies, **Case Study 1** and **Case Study 2**. Answer **ALL** questions in **BOTH** case studies. Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, e.g. 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 word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually

**Case Study 1:**

Samsung Electronics, originated from South Korea, has emerged as one of the largest and influential companies around the globe. Though the company has a number of businesses, ranging from trading to insurance, Samsung Electronics is the most successful ranch in the group. Over the years, Samsung has been labeled as the fastest growing brands in the world. The company has achieved through this through redefining its products and the great marketing strategies that the company uses. In the present, the advancement in the technology calls for quick adaption to the technological changes, and Samsung has used this to advance its brands.

In order for company to succeed and achieve its goals, the marketing strategies used have to be in line with the company's goals and be strong enough to withstand the market competition. Most of the marketing decisions that are successful involve four variables; product, price, promotion and place. This mix of variables, commonly referred to as the 4p's of marketing requires the marketing manager and the marketing team to make decisions after assigning a value to each variable under it. The marketing strategies used by Samsung over the recent decade, making it one of the most successful company stories in history, involve the marketing mix of the 4p's

In terms of promotion, Samsung has used a number of strategies to help promote their products, such as corporate advertisements, celebrity endorsements and many others. The advertising strategies of Samsung are very aggressive, with their main channels of advertising being the media; print media, outdoor advertising, televisions and the recent being the use of social media. Apart from advertising, Samsung has used sales promotion to market their products. In 2001, Samsung used this strategy in India, a strategy they named 'phodkeDekho Offer'. The strategy saw the company increase its sales level and the profit margin in the Indian sector and the whole of Samsung in general. Finally, Samsung has used the fourth P of place in its marketing, and it has contributed to the success of the company.

Source: Cant, M., Plessis, P. J., Jooste, C. J., & Strydom, J. W. (2009) *Marketing management* (6th ed.)

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

**Question 1**

- (a) Define **ONE (1)** appropriate advertising appeal for Samsung Electronics with the example from the Case Study 1. (5 marks)
- (b) Based on the answer given in question 1a, discuss any **THREE (3)** types of trade promotion strategies for Samsung Electronics with relevant examples from the Case Study 1. (15 marks)
- (c) Suggest any **ONE (1)** most appropriate advertising execution that suits Samsung Electronics with relevant example. (5 marks)

**Question 2**

Based on the case study 1 above, if you are the marketing manager of the Samsung Electronics, propose any **FIVE (5)** marketing communication mix that you are able to execute to help the company to promote their products.

(25 marks)

**Case Study 2:**

The Coca-Cola Company has always placed high value on good citizenship. Coca basic proposition entails that Company's business should refresh the market; enrich the workplace; protect and preserve the environment; and strengthen the community. The company's leverage brand unique strengths to actively support and respond to local needs -- be it the need for education, health, water or nutrition. They have used distribution network for disaster relief, India marketing prowess to raise awareness on issues such as PET recycling, and brand presence in communities to improve access to education and potable water. The Coca-Cola India Foundation is now taking forward in the community at large, projects and programs of social relevance to carry forward the message of inclusive growth and development.

Source: Asad Ali, K. (2013) *Cultural Impact on Brand : A Case Study on Coca Cola's Cultural Issues in India*

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

**Question 3**

Based on the case study 2, assuming that you are the marketing manager of Coca Cola in India, propose any **FIVE (5)** public relations' strategies that you think are best suit to the company. Provide your answer with relevant examples.

(25 marks)

**Question 4**

*This is a members-only contest. If you're not a member, Jinnyboy will tai cheese you away / (Image credit: Watsons)*

***The Grandest #HappyBeautifulYear sale returns as well***

*Hand in hand with the launch of the music video is Watsons CNY sale and giveaway with RM2,888,888 worth of prizes to be won.*

Based on the above Watson's CNY sale, answer the following questions:

- a) Describe the **FOUR (4)** roles of sales promotion in an IMC campaign. (8 marks)
- b) Identify **FIVE (5)** objectives of sales promotion for Watson's CNY sale. (5 marks)
- c) Discuss any **TWO (2)** consumer-oriented sales promotion techniques in this campaign. (12 marks)

**~ The End ~**

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