

FINAL ALTERNATIVE ASSESSMENT

Examination Paper

(COVER PAGE)

Session : January 2021

Programme : Diploma In Marketing (DMKT)

Course : MKT2157: Marketing Communications

Date of Examination :

Time Start : March 9, 2021 (Tuesday) at 10:00am

Time End : March 10, 2021 (Wednesday) at 10:00am

Duration : 24 Hours

Special Instructions :

This paper consists of **ONE (1)** section. Answer **ALL FOUR (4)** questions.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Rajesh Kumar a/l Sodarshan Kumar, Ms. Michelle Hoong Lai San

Chief Moderator : Mr. Muhammad Rajaie bin Mustafar

This paper consists of 3 printed pages, including the cover page

INTI INTERNATIONAL UNIVERSITY & COLLEGES

DIPLOMA IN MARKETING (DMKT)
MKT2157: MARKETING COMMUNICATION
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2021 SESSION

Instructions:

This paper consists of **ONE (1) SECTION**. Answer **ALL FOUR (4)** question. All questions carry equal marks. For each questions, you're required to provide answers between **450-500 words**. You will be penalized if you exceed the word limit. Include at least **THREE (3)** references for each question.

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg Q1 or Q1(a). You will be given 24 hours to complete and submit your answer to Blackboard.

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 words, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

Question 1

Allianz officially started in Malaysia in 2001 when it became the controlling shareholder of Allianz General Insurance Malaysia Berhad and specializes in car and motorcycle general insurance. Allianz is currently interested expanding its operations in Malaysia and is considering direct marketing in its future plans.

As the marketing communication executive appointed to oversee the planning of this task, you have to prepare a brief for your client Allianz Insurance - regarding the following:

Explain to Allianz the **THREE (3)** advantages and **THREE (3)** disadvantages of direct marketing. Provide examples on how it applies to their operation in Malaysia.

(25 marks)

Question 2

Nestle (Malaysia) Berhad is a Swiss multinational food and drink processing conglomerate operating in Malaysia since 1912 and is planning to introduce its latest ice cream brand **La Cremeria**. However, with recent economic slowdown Nestle (Malaysia) Berhad is seeking to increase sales for its La Cremeria ice cream brand in the short term **using sampling** which is a popular sales promotion technique.

As the marketing communication executive appointed to oversee the planning of this task, you have to prepare a brief for your client Nestle (Malaysia) Bhd - regarding the following:

Explain to Nestle (Malaysia) Bhd at least **THREE (3)** benefits and **THREE (3)** limitation of sampling. Provide examples on how it applies to their operation in Malaysia.

(25 marks)

Question 3

Established in 1976, **Babas (Malaysia) Sdn Bhd** is a producer of spices and range of curry powders distributed intensively throughout Malaysia. Babas (Malaysia) Sdn Bhd is considering push strategy by using trade promotion for its operation in Malaysia.

As the marketing communication executive appointed to oversee the planning of this task, you have to prepare a brief for your client **Babas (Malaysia) Sdn Bhd** - regarding the following:

Explain to **Babas (Malaysia) Sdn Bhd** the **FOUR (4)** main objectives of Trade Oriented sales promotion. Provide examples on how it applies to their operation in Malaysia.

(25 marks)

Question 4

Tealive (Malaysia) Sdn Bhd is a chain of tea beverage shop chains operating in Malaysia which is popular for its range of 'buble tea' and other assorted beverages. **Tealive** (Malaysia) Sdn Bhd is planning to increase traffic and sales at its outlets by using outdoor advertising such as billboards to reach its intended target market of working adults.

As the marketing communication executive appointed to oversee the planning of this task, you have to prepare a brief for your client **Tealive (Malaysia) Sdn Bhd** - regarding the following:

Explain to **Tealive** (Malaysia) Sdn Bhd any **THREE (3)** advantages and **THREE (3)** disadvantages of Outdoor Advertising. Provide examples on how it applies to their operation in Malaysia.

(25 marks)

~THE END~