# FINAL Examination Paper

## (COVER PAGE)

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<th>Session</th>
<th>August 2015</th>
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| Programme     | Diploma In Mass Communication (DMCN)  
Diploma In Business (DIB) |
| Course        | COM1103/ SGM1113: Principles Of Advertising |
| Date of Examination | December 9, 2015 |
| Time          | 5.00pm – 7.00pm  
Reading Time : Nil |
| Duration      | 2 Hours |

### Special Instructions

- **Section A:** Answer ALL multiple choice questions.
- **Section B:** Answer any THREE (3) short answer questions.
- **Section C:** Answer any TWO (2) essay questions.

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

<table>
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<tr>
<th>Materials permitted</th>
<th>Nil</th>
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<td>OMR Sheets</td>
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**Examiner(s):** Ms. Esaline Marie Spykerman

**Moderator:** Ms. Elillarasi Kuppusamy

This paper consists of 10 printed pages, including the cover page
Section A: [TOTAL: 30 marks]

Instructions: This section consists of Thirty (30) Multiple Choice Questions – Answer ALL questions in the OMR sheet provided.

1. Which of the following is NOT a component of advertising?
   
   A. paid form of communication
   B. sponsor is identified
   C. usually personal in nature
   D. tries to inform, persuade, or influence the audience
   E. uses mass media

2. Paid persuasive communication that uses nonpersonal mass media to reach broad audiences—as well as other forms of interactive communication—to connect an identified sponsor with a target audience is known as _________.

   A. advertising
   B. personal selling
   C. public relations
   D. sponsorship
   E. marketing communication

3. Which advertising approach builds an image for a brand and attempts to touch consumers’ emotions?

   A. mass-sell
   B. logical-sell
   C. hard-sell
   D. soft-sell
   E. informative-sell

4. The particular group of consumers thought to be potential customers for the goods and services of an organization constitute the _________.

   A. product category
   B. demographic segment
   C. product use segment
   D. feasible market
   E. target market
5. The four tools of product, price, place (distribution), and promotion are collectively referred to as the ________.

A. product mix  
B. promotion mix  
C. marketing mix  
D. marketing elements  
E. exchange elements  

6. The distinctive identity of a particular product that distinguishes it from its competitors is known as the ________.

A. advertising  
B. brand  
C. tagline  
D. trademark  
E. logo  

7. Which of the following is NOT considered a major type of advertising?

A. brand  
B. retail  
C. institutional  
D. informational  
E. direct-response  

8. ________ advertising focuses on establishing a corporate identity or winning the public over to the organization’s point of view.

A. Brand  
B. Organizational  
C. Informational  
D. Business-to-business  
E. Institutional  

9. Which of the following is NOT considered a “key player” in advertising?

A. media  
B. advertiser  
C. government  
D. suppliers (vendors)  
E. agency
10. When an advertiser hires an advertising agency, the advertiser becomes the agency’s
   
   A. customer  
   B. partner  
   C. supervisor  
   D. vendor  
   E. client

11. In which type of advertising agency does an advertiser produce its own advertising?
   
   A. home agency  
   B. agency-of-record  
   C. in-house agency  
   D. advertising department  
   E. onsite agency

12. _______ communication is a form of two-way communication, a dialogue.
   
   A. Mass  
   B. Marketing  
   C. Interactive  
   D. Integrative  
   E. Advertising

13. According to the Facets model, all EXCEPT which of the following are effects that describe how advertising works?
   
   A. perception  
   B. filtering  
   C. affect/emotion  
   D. cognition  
   E. association

14. Which of the following is a component of the affective response?
   
   A. wants  
   B. symbolism  
   C. brand transformation  
   D. differentiation  
   E. needs
15. Which of the following is a component of persuasion?

A. attitudes  
B. symbolism  
C. emotion  
D. want  
E. need

16. ______ focuses on all the elements of advertising, including message development research, media planning research, and evaluation, as well as information about competitors' advertising.

A. Market research  
B. Consumer research  
C. Strategic research  
D. Copy research  
E. Advertising research

17. Determining what place a product should occupy in a given market is called ______

A. benchmarking  
B. targeting  
C. segmenting  
D. positioning  
E. competitive advantage

18. The way various types of media are strategically combined in an advertising plan is known as a ______.

A. media mix  
B. message mix  
C. media vehicle  
D. medium  
E. gross impression

19. Newspaper is the ______, and the New Straits Times is the ______.

A. vehicle; medium  
B. medium; vehicle  
C. medium; execution  
D. execution; medium  
E. reach; impression
20. ________ implement the media plan by contracting for specific amounts of time or space.
   A. Media planners
   B. Media buyers
   C. Media strategists
   D. Media mixers
   E. Media verifiers

21. ________ refers to billboards along streets and highways, as well as posters in other public locations.
   A. Outdoor advertising
   B. Out-of-home advertising
   C. Broadcast advertising
   D. Transit advertising
   E. Miscellaneous advertising

22. Commercials set to music are known as ________.
   A. musicals
   B. lyricals
   C. memorable
   D. dual-coded
   E. Jingles

23. Which medium is considered interactive both because users are involved in selecting the information they attend to and because they can contact the company and other users directly?
   A. newspapers
   B. magazines
   C. radio
   D. internet
   E. television

24. Which approach uses emotional appeals or images to create a response based on attitudes, moods, dreams, and feelings?
   A. factual sell
   B. head sell
   C. hard sell
   D. affective sell
   E. soft sell
25. Which type of advertising message tells a story about the products, and the characters speak to each other, not to the audience?

A. soft sell  
B. drama  
C. teaser  
D. lecture  
E. appeal

26. What is typically used at the end of an ad to summarize the point of the ad’s message in a highly memorable way?

A. tagline  
B. subhead  
C. teaser  
D. point of differentiation  
E. signature

27. When a tagline is used consistently on all marketing messages, it becomes a

A. Logo  
B. slogan  
C. signature  
D. claim  
E. key visual

28. Which type of message format is designed to arouse curiosity, are mystery ads that don't deliver enough information to make sense?

A. slice-of-life  
B. shockvertising  
C. teasers  
D. spokesperson  
E. shockwave

29. The person who shapes and sculpts the words in an advertisement is called a(n)

A. wordsmith  
B. art director  
C. creative director  
D. copywriter  
E. talent
30. ________ is the text of an ad or the words that people say in a commercial.

A. Execution
B. Body
C. Headline
D. Verbiage
E. Copy

Section B: [TOTAL: 30 marks]
Instructions: Short answer question – Answer THREE (3) out of FIVE (5) questions.

Question 1

(a) Define advertising and discuss where it belongs in the marketing process. (4 marks)

(b) Compare and contrast hard-sell and soft-sell approaches and give an example of each. (6 marks)

[Total: 10 marks]

Question 2

Define the terms product category and brand, and give examples of each. (10 marks)

Question 3

(a) Name and describe the FOUR (4) fundamental concepts of advertising (5 marks)

(b) What makes an ad truly effective? (5 marks)

[Total: 10 marks]
Question 4

Explain the types of advertising below: (2 marks each)

(a) Brand Advertising
(b) Retail or Local Advertising
(c) Direct-Response Advertising
(d) Political Advertising
(e) Interactive Advertising

[Total: 10 marks]

Question 5

(a) Define modern advertising. (4 marks)

(b) Name and describe the FOUR (4) roles advertising plays in business and in society. (6 marks)

[Total: 10 marks]

Section C: [TOTAL: 40 marks]

Instruction: Essay Question – Answer TWO (2) out of THREE (3) questions.

Question 1

(a) Name ONE (1) brand with its executed campaign and discuss how it communicates with its customers. In your answer include:

- the targeted audience
- campaign message
- media channels
- the product’s or service’s selling focus advertised in the campaign

(10 marks)

(b) Identify and describe the ethical issues that the brand committed and discuss how it impacts their target audience with examples.

(10 marks)

[Total: 20 marks]
Question 2

Name and describe the FIVE (5) major players in advertising. Give examples to support your answers. (20 marks)

Question 3

Explain how the big idea, spokesperson and execution of idea of Old Spice 'Smell like a man, man' campaign, communicates its brand image to consumers. (20 marks)

~THE END~

COM1103 (F) August 2015