FINAL
Examination Paper

(COVER PAGE)

Session : August 2015
Programme : Diploma In Mass Communication (DMCN)
Course : COM2113: Advertising Strategies And Planning
Date of Examination : December 8, 2015
Time : 8.00am – 10.00am Reading Time : Nil
Duration : 2 Hours

Special Instructions : 
Section A: Answer any THREE (3) short-answer questions.
Section B: Answer any TWO (2) essay questions.

Materials permitted : Nil
Materials provided : Nil

Examiner(s) : Ms. Mani Megalai and Ms. Lalitha Shanmugam
Moderator : Ms. Maizurah Khathu

This paper consists of 4 printed pages, including the cover page
DIPLOMA IN MASS COMMUNICATION (DMCN)
COM 2113: ADVERTISING STRATEGIES AND PLANNING
FINAL EXAMINATIONS: AUGUST 2015 SESSION

SECTION A (SHORT ANSWER QUESTIONS)

Instructions: Answer any THREE (3) out of FIVE (5) questions in the answer booklet provided. All questions carry equal marks.

Question 1

Advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.

(a) Describe FIVE (5) benefits of advertising with suitable examples. (10 marks)

(b) Choose an Advertisement Agency in Malaysia and applied the FIVE (5) key players in chosen Advertisement Agency. (10 marks)

Question 2
(a) List and describe FIVE (5) types of above advertising. (Based on above pictures) (10 marks)

(b) Discuss the TWO (2) effective components of modern advertising with examples. (10 marks)

Question 3

(a) A new local advertising agency just started the business. Currently, it does not have any clients. Analyze the FIVE (5) ways how the agency can get clients. (10 marks)

(b) Compare full service agencies and creative boutique agencies. FIVE (5) comparisons is needed. (10 marks)

Question 4

(a) Explain the FOUR (4) category of market segmentation with suggested examples. (12 marks)

(c) Explain briefly the FOUR (4) steps in the video production process. (8 marks)

Question 5

(a) Explain the THREE (3) tools for Radio Copywriting. (6 marks)

(b) Describe the FOUR (4) characteristics of Television Copy. (12 marks)

(c) Give ONE (1) example of advertisement that has emotional appeal. (2 marks)
SECTION B (ESSAY)

Instructions: Answer any TWO (2) out of FOUR (4) essay questions in the answer booklet provided. All questions carry equal marks.

Question 1

There is no one right way to do advertising. There are some common message formats used by a planner to give direction to the creative advertisement team.

Describe at least FIVE (5) types of message formats with suitable examples. (20 marks)

Question 2

Discuss any FIVE (5) Message Strategy Objectives and Techniques in producing an effective Advertisement. (20 marks)

Question 3

Describe at least FIVE (5) advantages of using magazines as an advertising medium compare to an interactive advertising medium. (20 marks)

Question 4

Deciding what facts to convey in advertisement is never easy. Research is needed to develop and test alternative message strategies.

Analyze the FOUR (4) techniques of message strategies in message development research with suggested examples. (20 marks)

~THE END~
COM2113(F)August2015