UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EDB 20103
SUBJECT TITLE : ADVERTISING AND PROMOTION STRATEGY
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM (60 HOURS)
DATE : 29th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL questions in Section A and Section B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.
SECTION A (Total: 40 marks).

INSTRUCTION: Answer ALL questions ONLY. Please use the answer booklet provided.

Question 1

a) Explain TWO (2) elements of changes in advertising practices. (10 marks)

b) Describe the FIVE (5) common types of advertising. (10 marks)

Question 2

Describe FIVE (5) main areas in an advertising agency. (10 marks)

Question 3

Describe the Model of Brand Communication in relation to a Hari Raya advertisement by Petronas. Include the framework with explanation. (10 marks)
SECTION B (Total: 60 marks).

INSTRUCTION: Answer ALL questions. Please use the answer booklet provided.

Question 4

DDB is one of the few large agencies that still does its own in-house research. Its annual Life Style Survey which began in 1975 and is the longest-running and large longitudinal study of consumer attitudes and behavior. Its 2013 survey found, for example, that the number of stay-at-home dads are increasing and becoming a large enough group to be targeted for product and services traditionally targeted to women.

Describe on the SEVEN (7) ways that research is used in marketing communication planning. Include the framework with explanation.

(20 marks)
Question 5

a) Describe the intended type consumer response to this advertisement under “The Facet of Effect model”.

(5 marks)

b) Describe the remaining types of consumer responses under “The Facet of Effect model”. Include the framework with examples.

(15 marks)

(20 marks)
JANUARY 2016

Question 6

What are the steps in the process of developing a Marketing Plan.

(20 marks)