



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EEB 20803
SUBJECT TITLE : INTERNATIONAL ADVERTISING AND PROMOTION
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 20th 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 (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

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SECTION A (Total: 40 marks).

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

Question 1

Describe the **TWO** (2) roles that advertising perform.

(10 marks)

Question 2

a) Describe the concept of retail advertising with example.

(2 marks)

b) Explain **FOUR** (4) most common types of markets.

(8 marks)

(Total: 10 marks)

Question 3

Describe the "SMCR model". Include the framework and explanation.

(10 marks)

Question 4

Explain **TWO** (2) reasons on why sales promotion activities are growing?

(10 marks)

SECTION B (Total: 60 marks).

INSTRUCTION: Answer ALL questions.

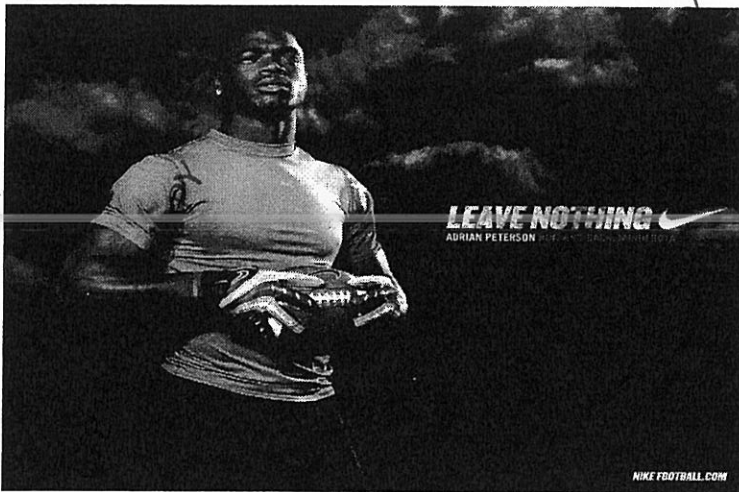
Please use the answer booklet provided.

Question 5

Describe on how marketers such as McDonalds Corporation uses research. Include the framework and explanation.

(20 marks)

Question 6



Describe the Facet of Effect in relation to the advertisement by "Nike" as above. Include the framework with explanation.

(20 marks)

Question 7

Dala, the Healthiest & the Tastiest

Arab Companies for Modern Industries is one of the leading companies in the Kingdom of Saudi Arabia which includes a group of factories, namely: DALA Juice factory & Dala Water factory.

Dala Juice Factory is one of the leading & distinct manufacturers and distributors of long life juice products in the Kingdom of Saudi Arabia. We endeavour to use the best of the best ingredients & processing technologies in our products to ensure a proper blend of both taste & quality. The goodness of DALA is offered in convenient packages of different sizes and varieties to ensure health with great taste in people's life.

Our Vision & Mission

We are committed to believe in touching new heights when it comes to quality & taste. We strive to create new benchmarks to challenge our own limits because our vision is to deliver health with great taste. We take satisfaction in ensuring that every drop of DALA juice & water is bringing smile with health into people's lives

We are determined to reach every household through innovative, healthy & safe products for the ultimate delight of our consumers. We will enhance shareholders value through sustainable growth, develop strategic relationship with our business partners and ensure safe work environment for our employees.

(Source: www.dala.com.sa)

Describes the **SEVEN** (7) steps in the development of a Business Plan

(20 marks)

END OF EXAMINATION PAPER