



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2024 SEMESTER**

COURSE CODE	: EEB20803
COURSE NAME	: INTERNATIONAL ADVERTISING & PROMOTIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 21 SEPTEMBER 2024
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

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. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1**

To create effective and creative advertising and promotional initiatives, it is essential to structure the advertisement in a way that creatively conveys its intended message. Identify the **FIVE (5)** most critical elements of divergence in crafting eye-catching messages in the aforementioned initiatives.

(15 marks)

QUESTION 2

Companies have various platforms to deliver their marketing messages, and print advertising remains a traditional yet effective channel. Briefly explain the **FIVE (5)** essential components of the channel. Justify your explanation with a sketch illustrating how these components would appear in the above-mentioned channel.

(15 marks)

QUESTION 3

If you aim to promote your product within a specific geographic region, outdoor advertising can be an excellent strategy. While billboards, bus benches, and transit system ads can be highly effective for local businesses, the foundation of any successful outdoor campaign begins with the signage at your physical location. Provide a list of at least **FIVE (5)** benefits of the above mentioned excellent promotional strategy.

(10 marks)

SECTION B (Total: 60 Marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1**

You have been hired as a marketing consultant by a mid-sized company planning to launch a new product. To ensure the success of the marketing and advertising campaign, it is crucial to establish a well-coordinated marketing communication channel. Suggest the key stakeholders involved in this process and explain their respective responsibilities in contributing to the campaign's success. Use relevant examples to justify your explanations.

(20 marks)

QUESTION 2

You are the marketing manager of a brand and planning to launch a new product in a competitive market. The company has decided to use celebrity endorsement as a strategy to build consumer trust and effectively reach the target audience. Discuss the **FIVE (5)** key factors you would consider when choosing a celebrity as an endorser. Justify your choices with relevant examples to ensure the celebrity aligns with the brand and resonates with both potential and existing customers.

(20 marks)

QUESTION 3

You are the Sales Director of a company which looking to expand into international markets. However, recent records of sales activities and performance have not met your expectations, raising concerns about the company's ability to grow globally. Discuss the **FIVE (5)** key factors that could affect the performance of the above matter. Justify how each factor could either improve or hinder the success, using relevant examples to support your discussions.

(20 marks)

END OF EXAMINATION QUESTIONS