



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EEB20803
COURSE NAME	: INTERNATIONAL ADVERTISING & PROMOTIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 10 JULY 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 from **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.
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THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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

Choosing an endorsement is a vital aspect of any company's marketing and promotional efforts. However, there have been countless cases where the chosen celebrity endorsement is unable to carry the brand image that the corporation hopes for. Thus, you must identify and discuss any **FIVE (5)** potential aspects of a strong endorsement.

(15 marks)

Question 2

The fundamental principle for a company will continue to be maximization of profit and the minimization of costs. Companies have invested millions of dollars in developing products or services that may create the highest sales. However, there are variables that might hinder or enhance sales performance. Kindly provide further details regarding any **FIVE (5)** factors that could potentially play such a significant influence.

(15 marks)

QUESTION 3

If you want to focus on a particular geographic area for your product promotion, outdoor advertising is an excellent option. Although outdoor advertising on billboards, bus benches, and transit systems might be effective for a local business, the initial and crucial stage for a successful outdoor advertising is the signage/signboard physical store. Provide any **FIVE (5)** favourable attributes of outdoor advertising.

(10 marks)

[Total: 40 marks]

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Deceptive advertising damages individuals in the same ways that deceptive sales practices do, and it is usually wrong for the same reason. Deceptive advertisements hurt consumers by providing incorrect assumptions about the nature of the products being advertised, leading them to make different purchasing decisions than they would have. Discuss the **FOUR (4)** instances of deceptive advertising. Justify your discussion with relevant examples.

(20 marks)

Question 2

Informational or rational appeals are one of several themes that can be applied in advertisements and promotions. This form of appeal centres around the consumer's practicality, functional or utilitarian needs. However, within this particular promotional theme, there are several different highly focused categories of informational and rational theme, that a corporation can embrace to make more effective advertisements. Please offer a detail explanation of any **FOUR (4)** types of the said theme. Justify your explanation with relevant examples.

(20 marks)

Question 3

Companies can utilize variety of media channels to effectively communicate with target audience. These media channels function as advertising and promotional tools to generate awareness and attract potential consumers. However, each of these media channels possesses unique attributes that appeal to diverse audiences. Therefore, you must provide detailed explanations for any **FIVE (5)** categories of media.

(20 marks)

[Total: 60 marks]**END OF EXAMINATION PAPER**