



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EEB20803
COURSE NAME	: INTERNATIONAL ADVERTISING & PROMOTIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 21 JUNE 2025
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, EXCLUDING THIS PAGE.

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

Sales promotions are often used in conjunction with advertising to enhance the overall effectiveness of marketing campaigns and drive consumer action. Describe **FIVE (5)** consumer-market sales promotion techniques commonly used by businesses to stimulate consumer purchasing behavior.

(10 marks)

Question 2

Point-of-Purchase (POP) advertising plays a crucial role in influencing consumer decisions at the retail level, especially during the final stage of the buying process. Identify **FIVE (5)** types of Point-of-Purchase (POP) advertising used by retailers or marketers to attract customers and promote products.

(10 marks)

Question 3

Copy research is conducted to evaluate how well an advertisement delivers its message to the intended audience before or after launch. Explain **FIVE (5)** advantages of conducting copy research in advertising.

(10 marks)

Question 4

One of the key objectives of a message strategy is to persuade the consumer to take action or develop a favorable attitude toward the product or brand. Discuss **FIVE (5)** common methods used to achieve this persuasive objective in advertising.

(10 marks)

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

Advertising plays a critical role in influencing consumer behavior throughout the purchase decision-making process. Identify **FIVE (5)** key stages of the customer purchase process and discuss the specific role that advertising plays at each stage. Support your discussion with relevant examples.

(20 marks)

Question 2

When advertising in international markets, selecting the appropriate media channels is a critical part of a company's promotional strategy. Explain **FIVE (5)** important criteria that an international company must consider when selecting media channels for advertising abroad. Provide relevant examples to support your answer.

(20 marks)

Question 3

Using a single advertising message across multiple countries may seem efficient, but it can lead to mixed outcomes depending on the market. Evaluate **FIVE (5)** advantages of using a standardized advertising campaign in global markets. Support your answer with relevant examples.

(20 marks)

END OF EXAMINATION PAPER