



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EDB10303
COURSE NAME	: INTEGRATED MARKETING COMMUNICATION
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)
DATE	: 26 JUNE 2025
TIME	: 2.00 PM – 5.00 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 **ONE (1) Section ONLY**
4. Answer **ALL** questions.
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 ONE (1) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

INSTRUCTION: Answer ALL questions ONLY.

Please use the answer booklet provided.

Question 1

How would you segment and profile university students for an on-campus food delivery app?

(20 marks)

Question 2

How would you integrate online and offline efforts to support a product launch at both mall activations and social media?

(20 marks)

Question 3

Based on media trends in Asia, would you still recommend heavy investment in TV advertising? Why or why not?

(20 marks)

Question 4

A bookstore chain wants to revive foot traffic. Propose a BTL strategy involving sales promotion and event activation.

(20 marks)

Question 5

How would you use content marketing and interactive campaigns to support a new health supplement brand?

(20 marks)

[100 marks]

END OF QUESTIONS