

**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EDB10303
COURSE NAME	: INTEGRATED MARKETING COMMUNICATIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
DATE	: 19 SEPT 2025
TIME	: 3.00 PM – 6.00 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.
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THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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

In 2025, Proton launched a national advertising campaign to promote its new Proton X90 SUV. The campaign focused on highlighting the car's advanced safety features, spacious design, and affordable pricing. It used various above-the-line (ATL) media platforms, including TV commercials during prime time, radio spots, digital billboards in city centres, and online video ads on YouTube.

The tagline "Drive Smart. Drive Safe. Drive Proton X90." was consistently used across all media. The campaign ran for three months and aimed to target middle-income professionals and young families. It was managed in collaboration with an external advertising agency and supported by media research from Nielsen to optimise media buying decisions.

- (a) Define what is meant by an above-the-line (ATL) campaign in integrated marketing communication.
(2 Marks)
- (b) Based on the case study above, identify **FOUR (4) ATL** media used by Proton and explain briefly how each one supports the advertising objectives.
(8marks)
- (c) Assume you are part of Proton's marketing team. Using the case, describe **FIVE (5)** main steps that you will take in the in the advertising planning.
(8 Marks)
- (d) Analyze the effectiveness of Proton's ATL campaign by discussing how media research could have contributed to achieving campaign goals.
(10 marks)

Question 2

- (a) Define the following terms:
- (i) IMC Program Evaluation
 - (ii) IMC Control

(4 Marks)

- (b) Explain **THREE (3)** reasons why evaluating an IMC program is essential to overall marketing effectiveness.

(6 Marks)

Question 3

Explain the key components of an evaluation plan that can be used to measure the effectiveness of an IMC campaign for a local food and beverage brand.

(10 Marks)

Question 4

Critically analyze **THREE (3)** possible challenges a company might face when evaluating the effectiveness of an Integrated Marketing Communication (IMC) campaign. Suggest **TWO (2)** steps on how these challenges can be addressed to ensure continuous improvement in future campaigns.

(10 Marks)

SECTION B (Total: 40 marks)

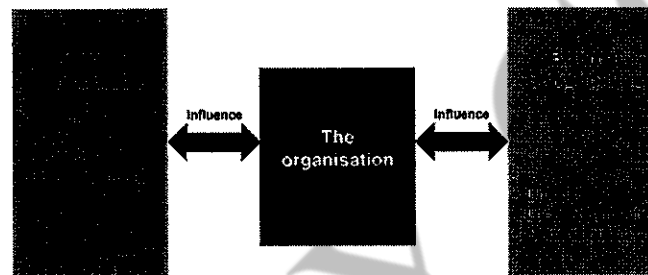
INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Sustainable marketing goes beyond green branding. It involves clearly communicating a company's sustainability strategies and goals to both internal stakeholders and external stakeholders. The diagram below shows a simplified stakeholder map.

Figure 1: Stakeholder Map



- (a) Propose **TWO (2)** digital marketing metrics that can be used to evaluate the effectiveness of campaigns in delivering these sustainability strategies and goals.

(4 Marks)

- (b) Evaluate how a company can use Integrated Marketing (IMC) tools to effectively communicate its sustainable strategies to different stakeholders. Support your answer with **ONE (1)** relevant local company and **FIVE (5)** practices.

(16 Marks)

Question 2

HijauMart, a Malaysian-based supermarket chain, is repositioning its brand towards full sustainability by 2030. The company plans to:

- Collaborate with government bodies, NGOs, and local suppliers to promote eco-friendly consumption.
- Launch a campaign to educate customers on how their choices impact the environment.
- Introduce personalised sustainability features like eco-point rewards, plastic-free packaging, and carbon footprint tracking through a mobile app.

(a) As the Sustainability Communication Officer at HijauMart, propose **FIVE (5)** steps on how the company can develop effective collaboration strategies with corporate partners, government bodies, and NGOs to promote its long-term sustainability agenda. Provide examples.

(14 Marks)

(b) Explain **THREE (3)** challenges in evaluating the effectiveness of the ATL campaign in promoting sustainability awareness.

(6 Marks)

END OF EXAMINATION PAPER