



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EEB20803
COURSE NAME	: INTERNATIONAL ADVERTISING & PROMOTIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 17 SEPTEMBER 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 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

Companies use various media channels to deliver advertising messages effectively and attract their target audience. Each channel has unique characteristics that influence its impact. Identify **FIVE (5)** different media channels commonly used in advertising.

(10 marks)

Question 2

Packaging is often considered a powerful advertising tool that influences consumer perception and buying behavior at the point of sale. Explain **FIVE (5)** roles of packaging as an advertising medium that can support a brand's promotional efforts.

(10 marks)

Question 3

The consumer decision-making process involves several stages that influence their final purchase decision. Identify and explain the **FIVE (5)** stages of the consumer decision-making process.

(10 marks)

Question 4

Developing a global advertising campaign requires careful planning and consideration of various factors to ensure its success across different markets. Discuss **FIVE (5)** key factors that businesses must consider when developing a global advertising campaign.

(10 marks)

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

A successful marketing and advertising campaign relies on a well-coordinated integrated marketing communication (IMC) system that involves collaboration among various stakeholders. Identify and discuss **FIVE (5)** key stakeholders involved in the marketing communication process and explain their respective roles and responsibilities in contributing to the success of an advertising campaign. Support your answer with relevant examples.

(20 marks)

Question 2

Television remains a widely used advertising medium due to its broad reach and visual impact. However, it also presents several limitations that can affect its overall effectiveness. Discuss **FIVE (5)** key limitations of television advertising. Provide relevant examples to support your answer.

(20 marks)

Question 3

You have been appointed as a digital marketing advisor for a local brand that is planning to expand into Southeast Asian markets. Recognizing the region's high mobile and social media usage, it is vital to develop an effective digital advertising strategy. Suggest **FOUR (4)** digital advertising tools or platforms that the company should prioritize and explain how each tool can be leveraged to increase brand visibility and engagement.

(20 marks)

END OF EXAMINATION PAPER