



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

---

**FINAL EXAMINATION**  
**OCTOBER 2025 SEMESTER**

---

COURSE CODE : EEB20803  
COURSE TITLE : INTERNATIONAL ADVERTISING & PROMOTIONS  
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
INTERNATIONAL BUSINESS  
DATE : 27 JANUARY 2026  
TIME : 9:00AM - 12:00PM  
DURATION : 3 HOURS

---

**INSTRUCTIONS TO CANDIDATES**

---

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet.  Tick if applicable
9. Refer to the attached Formula/ Appendies.  Tick if applicable

---

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

---

**SECTION A (Total: 40 marks)**

Answer ALL questions.

Please use the answer booklet provided.

**Question 1**

PureWhite, a beauty and personal care brand, is preparing to launch its new anti-aging serum in a highly competitive skincare market. To strengthen brand credibility and appeal to both existing and new customers, the company plans to use a celebrity endorsement strategy. As the marketing manager, you are responsible for selecting the most suitable celebrity who can enhance consumer trust, communicate the product's benefits, and positively influence purchasing decisions.

As the marketing manager of PureWhite, prepare FIVE (5) key factors you would consider when selecting a celebrity endorser for the new product launch. Justify your choices with relevant examples to ensure the selected celebrity aligns with the brand image and resonates effectively with the target consumers, and justify your explanation with relevant examples demonstrating how they contribute to the overall success of the campaign.

(20 marks)

**Question 2**

Morgan Electronics, a mid-sized consumer tech company, is preparing to launch its latest innovation—a compact smart home assistant designed for students and young professionals. To ensure the product gains strong market traction, Morgan's want to execute a highly coordinated and impactful marketing communication campaign. However, the management team realizes that successful communication requires the involvement of multiple stakeholders, each playing a crucial role in shaping the message, delivering it effectively, and ensuring consistent brand positioning across all channels.

As the newly appointed marketing consultant for Morgan Electronics, propose the key stakeholders who must be involved in coordinating the marketing communication channel for the new product launch. Demonstrate the responsibilities of EACH stakeholder and justify your explanation with relevant examples demonstrating how they contribute to the overall success of the campaign.

(20 marks)

**SECTION B (Total: 60 marks)**

Answer **THREE (3)** questions only.

Please use the answer booklet provided.

**Question 1**

KopiBrew, a newly opened café located in a busy commercial area, wants to increase walk-in customers and build brand visibility among daily commuters. The café is considering different promotional methods, but due to budget constraints, the owner is particularly interested in outdoor advertising options such as storefront signage, billboards near traffic lights, and ads on nearby bus stops. Before finalising the strategy, the owner seeks your professional input on why outdoor advertising could be a powerful choice for promoting KopiBrew within the local region.

As the marketing consultant for KopiBrew, illustrate at least **FIVE (5)** key benefits of outdoor advertising that justify why this approach is suitable for increasing local visibility and attracting nearby customers.

(20 marks)

**Question 2**

PutihGlow, a new skincare brand focusing on natural and sustainable products, plans to launch a print advertisement in a popular health and beauty magazine. The brand wants the ad to be clean, informative, and visually appealing to attract environmentally conscious readers. As part of the marketing team, you are tasked with designing the print advertisement and ensuring it contains all the essential components required for an effective print channel layout.

As the marketing designer for PutihGlow, apply **FIVE (5)** essential components that must be included in the print advertising channel. Then, justify your explanation by providing a simple sketch to illustrate how these components would be arranged within the print advertisement.

(20 marks)

**Question 3**

DoublePop Agency has been hired to develop a new advertising campaign for a lifestyle beverage brand targeting Gen Z consumers. The client wants the advertisement to look *fresh, different, and attention-grabbing* compared to competitors. To achieve this, PixelPop Agency must focus on crafting ads that clearly stand out and break away from conventional, predictable designs.

As the creative lead of DoublePop Agency, illustrate **FIVE (5)** most critical elements of divergence that you would apply to ensure the advertisement is eye-catching, creative, and capable of capturing Gen Z's attention.

(20 marks)

**Question 4**

A beverage company, **CherryBlast**, is launching a new sparkling fruit drink targeting young adults aged 18–30. The company faces strong competition from established brands and wants to use **consumer-oriented sales promotions** to create trial, encourage repeat purchases, and build early brand awareness. However, FreshFizz has a limited marketing budget and must select the most effective promotion tools.

- (a) Prepare **FOUR (4)** consumer-oriented sales promotion techniques that CherryBlast can use to encourage product trial.

(4 marks)

- (b) Apply your understanding of sales promotion by proposing a promotional plan for CherryBlast using **FOUR (4)** of the techniques listed in part (a).

(16 marks)

**END OF EXAMINATION PAPER**