



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EDB10303
COURSE TITLE : INTEGRATED MARKETING COMMUNICATIONS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 31 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 ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. Tick if applicable

THERE ARE 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Edu Excellence University launched an above-the-line (ATL) advertising campaign to increase undergraduate enrolment for the upcoming academic year. The campaign used a variety of ATL platforms, including TV advertisements during prime time, billboard placements near major highways, radio segments on top stations, and cinema advertisements shown before blockbuster movie releases.

The slogan "Your Future Starts Here" was consistently applied across all media. The 12-week campaign targeted high school leavers, diploma holders, and matriculation certificate holders. The target KPIs included increasing brand awareness from 28% to 55% and increasing website visits by 40%.

After the campaign ended, brand awareness increased to 42% (below target), and website visits increased by 20% (also below target). During the same period, competitor universities launched aggressive scholarship advertisements on TV midway through Edu Excellence University's campaign, which shifted public attention.

- (a) Define above-the-line marketing. (2 marks)
- (b) Briefly explain FIVE (5) characteristics of effective objective and provide one objective example related to above scenario that include all the characteristics. (7 marks)
- (c) Based on the case study above, evaluate why Edu Excellence University's campaign underperformed in brand awareness and in generating website traffic. (16 marks)

Question 2

In business, employees are generally given objectives to accomplish, and their job evaluations are based on their ability to achieve these objectives. Promotion should not be an exception. It is important to determine how well the communications program is working and to measure this performance against some standards.

- (a) Describe FIVE (5) key methods for evaluating below-the-line programs. (5 marks)
- (b) Discuss FIVE (5) key metrics used to evaluate the effectiveness of online and digital marketing campaigns. Illustrate your answer with specific examples, describing how each metric provides insights into campaign performance (20 marks)

Question 3

7DaysGlow, a new skincare brand, launched an advertising campaign claiming that its facial cream could "completely eliminate wrinkles within 7 days." The campaign featured digitally altered images of models and testimonials that were later revealed to be fabricated. Following the campaign, numerous consumers reported no visible results and lodged complaints regarding the misleading claims. Regulatory authorities subsequently issued warnings, and widespread social media backlash emerged, causing significant damage to the brand's reputation.

- (a) Briefly explain FOUR (4) key objectives of advertising. (4 marks)
- (b) Identify at least THREE (3) unethical advertising practices illustrated in the above scenario. (6 marks)
- (c) Propose THREE (3) corrective actions that 7DaysGlow could implement to restore credibility and ensure compliance with ethical marketing standards. (15 marks)

Question 4

Sunrise Beverages, a well-established FMCG company, has traditionally relied heavily on television advertising to promote its flagship isotonic drink. For the past five years, the brand has allocated nearly 60% of its total marketing budget to TV commercials, believing it to be the most effective way to reach mass audiences.

However, recent performance reports show that the company's TV ad campaigns have generated lower engagement. The management team is now reviewing the upcoming annual marketing budget and is questioning whether heavy investment in TV advertising is still justified in today's media landscape.

- (a) Briefly explain any FIVE (5) stages of Hierarchy of Effects Model. (5 marks)
- (b) As the company's marketing consultant, would you still recommend heavy investment in TV advertising? Why or why not? Provide FOUR (4) well-reasoned explanation supported by current marketing trends and consumer behaviour insights. (20 marks)

Question 5

Sustainable marketing extends beyond green branding. It encompasses the clear and strategic communication of a company's sustainability initiatives, commitments, and long-term goals to both internal and external stakeholders.

- (a) List FIVE (5) steps involved in developing a personalized sustainable marketing plan. (5 marks)
- (b) Critically evaluate the role of sustainable marketing in enhancing brand image and how it integrates consumer behavior and purchase decision making. (20 marks)

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