



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EEB20803
COURSE TITLE : INTERNATIONAL ADVERTISING & PROMOTIONS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
DATE : 24 JUNE 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 6 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

A startup café, TWGLab, has recently opened in a busy commercial district and aims to attract office workers and young professionals. Due to limited financial resources, the company must carefully plan its advertising activities to ensure maximum effectiveness at a low cost.

However, the marketing team faces several challenges, including lack of reliable data on customer behavior, limited time to plan campaigns, and difficulty measuring the effectiveness of different media channels. The company now seeks to develop a more structured and efficient media planning strategy.

- (a) Identify FOUR (4) common problems in media planning faced by TWGLab.
(4 marks)
- (b) Propose FOUR (4) cost-effective media strategies that TWGLab can implement to overcome these challenges.

(16 marks)

Question 2

A fast-food chain, Rangup, is planning to introduce a new spicy chicken menu targeted at young consumers aged 18–30 in urban areas. The company has previously relied heavily on social media advertising but noticed that brand recall remains low, especially among commuters and working adults who spend most of their time outside.

To improve visibility and reinforce brand awareness, the marketing team is now considering the use of support media, particularly outdoor advertising and transit media. However, they are unsure how to effectively select and utilize these media to achieve maximum impact while ensuring cost efficiency.

- (a) Identify FOUR (4) types of support media that Rangup can use.

(4 marks)

- (b) Develop FOUR (4) comprehensive support media strategies for Rangup's campaign, explaining how each media type can be used effectively.

(16 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

A premium skincare brand, PSL, plans to advertise in magazines and newspapers to build brand prestige and credibility. However, the marketing team is unsure whether print media is still effective in today's digital era.

The company wants to evaluate how print media can still play a role in achieving its marketing objectives while competing with digital platforms.

- (a) Identify FOUR (4) advantages of using magazines and newspapers.

(4 marks)

- (b) Propose FOUR (4) strategic plans on how PSL can effectively use print media to achieve its marketing objectives.

(16 marks)

Question 2

A technology startup, SmartHomeAI, is launching a smart home assistant device. The company has a limited budget and must carefully plan its media strategy to maximize reach and frequency.

The marketing team is unsure whether to focus on digital platforms, traditional media, or a combination of both.

- (a) Identify FOUR (4) key media planning concepts relevant to this campaign.
(4 marks)
- (b) Develop FOUR (4) comprehensive media plans for SmartHomeAI, including objectives, strategy, and evaluation.

(16 marks)

Question 3

A local fashion brand, SVGEde, is struggling to attract attention among Gen Z consumers. Their advertisements are visually appealing but fail to generate engagement or sales. The management believes that the issue lies in poor alignment between creative strategy and consumer relevance.

They want to redesign their advertising campaign to ensure both creativity and effectiveness.

- (a) Identify FOUR (4) reasons why an advertisement may fail in terms of creativity
(4 marks)
- (b) Develop FOUR (4) creative advertising strategies that balance divergence and relevance for SVGEde.

(16 marks)

Question 4

A new Malaysian beverage brand, JuiceUp, is planning to launch a healthy sparkling drink targeted at young working adults aged 23–35. The company wants to stand out in a highly competitive market dominated by global brands. The marketing team believes that a strong **creative strategy** is needed to communicate freshness, energy, and lifestyle appeal. However, previous campaigns failed due to lack of originality and weak consumer relevance. The company now wants to redesign its advertising campaign using a more structured creative process and stronger message strategy.

- (a) Identify **FOUR (4)** elements of advertising creativity that JuiceUp should focus on.

(4 marks)

- (b) Propose **FOUR (4)** complete creative strategies for JuiceUp's campaign using appropriate creative process models and execution approaches.

(16 marks)

END OF EXAMINATION PAPER