



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EDB10303
COURSE TITLE : INTEGRATED MARKETING COMMUNICATIONS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 20 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/ Appendices. ☐ *Tick if applicable*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

A company plans to implement sustainable marketing practices to improve its social and environmental impact.

As a marketing executive, discuss FIVE (5) strategies that the company can use to effectively communicate and implement its sustainability initiatives.

In your answer, explain how each strategy can help strengthen stakeholder relationships and support long-term business sustainability.

(20 marks)

Question 2

A company has implemented several Integrated Marketing Communication (IMC) activities, including Above-the-Line (ATL), Below-the-Line (BTL), and online marketing campaigns.

As a marketing executive, discuss FIVE (5) methods or metrics that can be used to evaluate the effectiveness of these campaigns.

In your answer, explain how each method or metric helps measure marketing performance and campaign success.

(20 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

You are planning a new IMC campaign for a local food and beverage brand. Propose FIVE (5) evaluation plans to measure the effectiveness of your IMC campaign.

(20 marks)

Question 2

Explain FIVE (5) key components of an evaluation plan that can be used to measure the effectiveness of an IMC campaign for a local telecommunications brand.

(20 marks)

Question 3

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.

- (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 Communication (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 4

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 FOUR (4) 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