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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

SUBJECT CODE : EDB 20103
SUBJECT TITLE : ADVERTISING AND PROMOTION STRATEGY
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 29th MAY 2016

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. Answer all questions in **English language ONLY**.
7. This question paper must not be removed from the examination hall.

THERE ARE (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).

INSTRUCTION: Answer ALL questions ONLY.

Please use the answer booklet provided.

Question 1

a) Explain TWO (2) elements of changes in advertising practices. (10 marks)

b) Describe the FIVE (5) common types of advertising. (10 marks)

Question 2

Describe FIVE (5) main areas in an advertising agency. (10 marks)

Question 3

Describe the Model of Brand Communication in relation to a Hari Raya advertisement by Petronas. Include the framework with explanation. (10 marks)

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SECTION B (Total: 60 marks).

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 4

DDB is one of the few large agencies that still does its own in-house research. It's annual Life Style Survey which began in 1975 and is the longest-running and large longitudinal study of consumer attitudes and behavior. Its 2013 survey found, for example, that the number of stay-at-home dads are increasing and becoming a large enough group to be targeted for product and services traditionally targeted to women.

Describe on the **SEVEN** (7) ways that research is used in marketing communication planning. Include the framework with explanation.

(20 marks)

Question 5



- a) Describe the intended type consumer response to this advertisement under “The Facet of Effect model”.

(5 marks)

- b) Describe the remaining types of consumer responses under “The Facet of Effect model”. Include the framework with examples.

(15 marks)

(20 marks)

Question 6

What are the steps in the process of developing a Marketing Plan.

(20 marks)

END OF EXAMINATION PAPER

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