UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2008/2009
FINAL EXAMINATION SECOND SEMESTER SESSION 2007/2008

KOD / NAMA KURSUS : CCT3233 / PEMASARAN MEDIA INTEGRATIF / MEDIA INTEGRATIVE MARKETING

TARIKH : 5 MEI 2009 / 5th MAY 2009
DATE
MASA : 12.30 PM – 3.00 PM (2 ½ JAM / HOURS)
TIME
TEMPAT : TE
VENUE

ARAHAN :

1. Buku soalan ini mengandungi LAPAN (8) soalan di dalam LAPAN (8) halaman bercetak tidak termasuk kulit hadapan.
2. Jawab SEMUA soalan BAHAGIAN A dan BAHAGIAN B di dalam kertas jawapan yang disediakan.

INSTRUCTION :

1. This book script contains EIGHT (8) questions in EIGHT (8) printed pages excluding the cover page.
2. Answer ALL questions SECTION A and SECTION B in the answering sheets provided.

NO. MATRIK :
MATRIC NO. (dengan perkataan/in words) (dengan angka/in numbers)

NO. KAD PENGENALAN :
IDENTITY CARD NO.

PENSYARAH : PN. ASELAWATI BT CHE AB ADZIZ
LECTURER

KUMPULAN :
GROUP NOMBOR MEJA : TABLE NO.

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTION IS GIVEN.
1. Apakah perbezaan utama di antara pemasaran dan pengiklanan?
   
   What are the main differences between marketing and advertising?

   (10 markah/marks)

   
   Give and explain about Consumer Purchasing Process.

   (10 markah/marks)

   
   What is the internet marketing? Give THREE (3) examples of website marketing through the internet.

   (10 markah/marks)

4. Apakah kelebihan menggunakan sepenuhnya perkhidmatan agensi pengiklanan. Beri dan jelaskan TIGA (3) kelebihan dan DUA (2) kelemahan.
   
   What are the advantages of using a full service advertising agency? Give and explain THREE (3) of the advantages and TWO (2) disadvantages.

   (10 markah/marks)

5. a. Apakah perbezaan pragmatik antara perhubungan awam dan publisiti.
   
   What is the pragmatic difference between public relations and publicity.

   (4 markah/marks)
b. Apakah perbezaan antara promoter jualan melalui internet dan promoter jualan melalui perkataan dari mulut? Berikan DUA (2) kelebihan dan kelemahan.

*What is the “word of mouth” difference between sales promotion through internet and sales promotion? Give TWO (2) advantages and disadvantages.*

6. a. Apakah ujian kapi?

*What is the copy test?*

(4 markah/marks)

b. Kenapa ujian perlu dibuat terhadap pengiklanan? Berikan TIGA (3) sebab berserta contoh.

*Why advertising should be tested? Give THREE (3) reasons and examples.*

(6 markah/marks)
8. Berdasarkan kajian kes yang diberikan tentang Pengiklanan SMS Cha Cha, analisis elemen di bawah:

According the case study are giving about Cha Cha SMS Advertising, analyze the elements below:

a. Bagaimanakah kadar respon pengiklan?

   How is an advertisement respond rate?

   (5 markah/marks)

b. Berikan analisis profil pengguna Pengiklanan SMS Cha Cha.

   Give analysis the user profile Cha Cha SMS Advertising.

   (5 markah/marks)
c. Terangkan bagaimana SMS tersebut berkerja.

*Explain how that SMS works.*

(10 markah/marks)

d. Apakah sasaran utama Pengikalan SMS Cha Cha?

What is the main target Cha Cha SMS Advertising?

(10 markah/marks)

KERTAS SOALAN TAMAT

*END OF QUESTION PAPER*
ChaCha: SMS Advertising

Our pay-for-performance SMS Advertising Solutions provide opportunities for targeted messaging within millions of text conversations. And unlike traditional media and many other mobile marketing solutions, our advertising platform is designed to be highly measurable and radically simple.

Coveted demographic
Our 3.5 million 18-34 year old users are immune to traditional media, but highly receptive to mobile advertising on ChaCha.

Engaging and conversational
Just like the ChaCha service, our SMS advertising can be extremely engaging. This unique conversation with brands drives results.

Clutter-free
Users only see one ad at a time. You have their attention on their most prized possession - their mobile phones.

Performance-based
Radically simple, yet effective. Response rates average 7.5%.

ChaCha mobile answers will always be free
This drives our enormous viral growth and opportunities for advertisers.
Reach of SMS Search

Virtually everyone can send and receive text messages, no matter what type of phone they have. More than 136 million Americans text every day, and SMS is the preferred method for mobile search.

As the fastest growing text-based mobile search service (surpassing both Google and Yahoo!), ChaCha allows you to reach your audience where they are, and where they need you to be.

Performance

Advertising with ChaCha works.
Download case studies at partners.chacha.com

User Profile

The people who use ChaCha just happen to be the exact same people who are the most resistant to traditional media. That's super-convenient.

CONTACT: Rob Wilk | rob.wilk@chacha.com | 212.209.3846 ext1070 | partners.chacha.com
How it works

Our service engages people in conversation. As shown, your ad can be part of those conversations. It's simple, targeted, effective, and drives real results.

Use any call to action:
- Response Code (shown here)
- Click to Call
- Click to WAP
- Click to Download

Consumer calls 1.800.2ChaCha or texts 242242 with a question
Consumer receives a text message that:
1. Let them know your answer is coming
2. Can include your ad

Consumer receives your detailed promo or message
Ready to start?

Advertising with ChaCha enables you to reach mobile-centric 18-34 year olds like never before.

For more refined targeting, we can work with you to tailor your message by type of question, user interests, time of day, location and carrier.

Targeting Options

Types of questions
- Business, News and Information
- Yellow & White Pages, Careers, Finance, Weather, Real Estate, Advertising, Politics
- Entertainment and Arts
- Art, Celebrities, Events, Games, Humor, Movies, Music, Literature, TV, Theatre
- Health
- Conditions/Illnesses, Drug Abuse, Diet, Medicines/Treatments, Pregnancy, Fitness
- Society and Education
- Cultures, Demographics, Education, Relationships, Religion, Technology
- Sports
- Basketball, Football, Baseball, Golf, Soccer, etc.
- Lifestyle and Travel
- Dining Out, Green Living, Hotels, Pets, Recreation, Vacations, Home & Garden, Shopping, Attractions/Destinations

User interests
- Curious
- Looking for answers, information, and trivia about a variety of topics
- Activity Seekers
- Looking for events (sports, music, theatre), movies, games, etc.
- Tourists and Travelers
- Looking for directions, hotels, airfare, transportation costs and vacation ideas
- Informed Citizen
- Need weather, stock, news updates, sports scores, etc.
- Educated Shoppers
- Searching for business locations, product and brand comparisons, prices, special offers and inventory

Time of day / Day of week
- Morning, Evening, Night, etc.
- Sunday, Monday, Tuesday, etc.

Location
- Zip, Area Code, State, Region, etc.

Carrier
- AT&T, Verizon, T-Mobile, etc.

Gender
- Male or Female

Rates / Types of Campaigns

Location and size
- Trailer Advertisement
  - A 27-character message that is delivered at the end of a ChaCha answer.
- Interstitial Advertisement
  - A 90-character message that is delivered to the user after he asks a question, but before he receives his answer.

Types of calls to action
- Response Code
- Click to Call
- Click to WAP (mobile website)
- Click to Download

Rates
- Rates vary by campaign
- CPM, CPC
- Contact us for details
  - rob.wilk@chacha.com
  - 212.209.3846 ext 1070

CONTACT: Rob Wilk | rob.wilk@chacha.com | 212.209.3846 ext 1070 | partners.chacha.com