FINAL EXAMINATION FIRST SEMESTER 2012 / 2013 SESSION

COURSE CODE / NAME: BPCM 3103 / INTEGRATED MARKETING COMMUNICATION
DATE / DAY: 03 JANUARI 2013 (THURSDAY)
TIME: 02:30 PM - 05:00 PM (2½ HOURS)
VENUE: TE.

INSTRUCTIONS:
1. This examination paper contains FIVE (5) QUESTIONS in TWO (2) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer booklet provided.
3. Candidates are NOT ALLOWED to take both exam question and answer booklet out of the exam hall.
4. Candidates are bound by the UUM's RULES AND PROCEDURES ON ACADEMIC FRAUD.

MATRIC NO.: ________________ (in word) ________________ (in number)
IDENTIFICATION CARD NO.: ________________
LECTURER NAME: _______________________
GROUP: [ ] TABLE NO.: ________________

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED
QUESTION ONE (20 MARKS)

a) Discuss FOUR (4) pros and FOUR (4) cons of using an in-house advertising agency? (8 marks)

b) What are the TWELVE (12) reasons why companies might change from using in-house agency and hire an outside agency? (12 marks)

QUESTION TWO (20 MARKS)

Perhaps the most important aspect of developing effective communication programs involves understanding the response process the receiver may go through in moving toward a specific behavior (like purchasing behavior). A number of models have been developed to depict the stages of a company, product or brand actual purchase behavior, such as AIDA model, Hierarchy of effects model, innovation adoption model and information processing model

a) Briefly explain the FOUR (4) models (12 marks)

b) Discuss how ONE (1) of the above consumer response models could be used by company such as Apple in planning the introduction of a new product such as iPhone (8 marks)

QUESTION THREE (20 MARKS)

a) Discuss FIVE (5) advantages and disadvantages of public relations? (10 marks)

b) Why is publicity more powerful than advertising or sales promotion? (10 marks)

QUESTION FOUR (20 MARKS)

a) Discuss Four (4) objectives of Trade-Oriented sales promotion? (10 marks)

b) What is direct selling? Identify THREE (3) forms of direct selling? (10 marks)
QUESTION FIVE (20 MARKS)

a) Discuss THREE (3) advantages and disadvantages of a company using one of its top executives such as the founder, CEO or president as an advertising spokesperson

(12 marks)

b) Find an example of a Malaysian corporate executive who you feel is a good spokesperson and discuss the reason he/she is effective

(8 marks)

‘END OF QUESTIONS’