FINAL EXAMINATION FIRST SEMESTER 2012 / 2013 SESSION

COURSE CODE / NAME : BPMM 3203 / ADVERTISING MANAGEMENT
DATE / DAY : 31 DECEMBER 2012 (MONDAY)
TIME : 02:30 PM. - 05:00 PM. (2½ HOURS)
VENUE : DPB 1.

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) Define demarketing and mention two examples of Malaysian companies or organizations that use demarketing strategy?  
(8 marks)

b) What are the difference between:

i. An advertiser’s ethics and its social responsibility?  
(6 marks)

ii. Unfair and deceptive advertising?  
(6 marks)

QUESTION TWO (20 MARKS)

"An advertising agency’s purpose is to interpret to the public, or to desired segments of the public, information about a legally marketed product or service. Many people are involved, directly and indirectly, in the creation, production and supervision of the advertisement, such as account executives, account supervisor, account planner, media planner, copywriter, art director and creative director"

a) In what ways, does the account planner differ from that of account executive?  
(8 marks)

b) What is the role of agency traffic department?  
(6 marks)

c) Why is traffic department a good place for fresh graduates to start their career in advertising industry?  
(6 marks)

QUESTION THREE (20 MARKS)

a) How would you design a controlled experience to test new advertising for Malaysia Airlines (MAS)?  
(10 marks)

b) What is advertising plan? Discuss the TWO (2) elements included in advertising strategy?  
(10 marks)
QUESTION FOUR (20 MARKS)

"Design refers to how the art director and graphic artist choose and structure the artistic elements that make up an ad's appearance or set its tone. For print advertising, the first work from the art department is a simple, undeveloped design of the ad's layout."

a) What is a layout? And what purpose does it serve in the process of print ad development approval and production? (5 marks)

b) Describe the FIVE (5) different types of headlines in print advertising you may come across in a local newspaper such as, New Strait Times? (15 marks)

QUESTION FIVE (20 MARKS)

a) As an owner of a gift shop, you want to increase your share of local business by advertising on radio. After researching local stations, choose one whose format suits your target audience. Explain your choice of a station and describe when you would like your spots to air? (8 marks)

b) Discuss THREE (3) differences between syndication and network television? (12 marks)

'END OF QUESTIONS'