

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION**

**COURSE : STRATEGIC INTEGRATED MARKETING
COMMUNICATION**

COURSE CODE : ADV3053

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B in the answer booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD / PASSPORT NO : _____

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LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page

PART A: SHORT STRUCTURED**Instruction: Answer ALL questions.**

1. As part of Integrated Marketing Communication (IMC), sales promotion works alongside advertising, public relations, personal selling and digital marketing to deliver a consistent and persuasive message.
 - a. Define sales promotion. Provide example to support your answer. (5 marks)
 - b. List **FIVE (5)** consumer-oriented sales promotion vehicle. (5 marks)(Total: 10 marks)
 2. Direct marketing tools are communication methods used by organizations to interact directly with targeted customers without intermediaries. Briefly explain both direct marketing tools below and provide an example to each.
 - a. Direct Selling. (5 marks)
 - b. Telemarketing. (5 marks)(Total: 10 marks)
 3. Public Relations (PR) are the strategic process of building and maintaining mutually relationship between an organization and its publics by managing communication, shaping a positive image, and fostering trust and understanding.
 - a. List **FOUR (4)** steps of PR planning process. (4 marks)
 - b. List **SIX (6)** PR tools. (6 marks)(Total: 10 marks)
 4. Product placement is a promotional strategy in which branded products, services or logos that intentionally integrated into entertainment content such as movies or TV shows.
 - a. Explain **TWO (2)** categories of product placement. (4 marks)
 - b. Briefly explain **THREE (3)** product placement hierarchy of effects. (6 marks)(Total: 10 marks)
- (TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. Integrated Marketing Communications (IMC) involves the process of planning, executing, evaluating, and controlling the use of various communication tools to effectively communicate with target audiences. Explain **FIVE (5)** steps process of Integrated Marketing Communications (IMC). Provide an example to support the answer.
(20 marks)
2. Out-of-Home (OOH) advertising aims to create high visibility and repeated exposure, making it effective for building brand awareness and reinforcing brand messages. Discuss **FIVE (5)** types of Out-of-Home (OOH) media. Provide an example to support the answer.
(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

