

**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)** trade-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 Response Advertisement. (5 marks)
 - b. TV Home Shopping. (5 marks)(Total: 10 marks)
 3. Public Relation (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. Based on this statement:
 - a. Explain **THREE (3)** levels of PR evaluation. (6 marks)
 - b. List **FOUR (4)** benefits of Marketing Public Relation (MPR). (4 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. Explain **THREE (3)** factors leading to the gaining popularity of product placement. (6 marks)(Total: 10 marks)
- (TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. Integrated Marketing Communications (IMC) refers to the systematic planning, execution, evaluation, and control of various promotional tools, which starts with identifying customers so that organizations can design and deliver relevant, consistent, and effective messages to their target audiences. Discuss **FIVE (5)** importance of identifying customers in the first step of the IMC planning process. Provide an example to support the answer.
(20 marks)
2. Advertising media refers to the various communication channels used by organizations to deliver promotional messages to target audiences in order to inform, persuade, and influence their attitudes and purchasing behaviour. Discuss **FIVE (5)** types of advertising media. Provide an example to support the answer.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

